



Visual asset guidelines

October 2012

As a company we shape our brand in many ways;
one of which is through maintaining the visual
coherence of our visual assets.

Here you will find a solid, yet flexible, foundation
that will help you to produce high quality design
that fits with, and helps strengthen, Google's brand.

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Product icons



A product icon is the unique and memorable visual representation of a Google product.

They are simple, modern, friendly, and sometimes quirky. Product icons are highly simplified, exaggerated, and caricatured in nature so that they are appropriate for use at small sizes.

Some of our product icons are literal, but they can also be metaphorical, symbolically representing the features of a product.

Throughout the guide, click here to go back to the contents page

**Design principles:
Reductive approach**

The core of Google’s identity is the intent to simplify and unify. The design has been streamlined to focus on the fundamentals, stripping back the excess to minimize and modernize. Every idea is edited to its essence.

Current icons



Previous icons



Design principles:
Geometric shapes

All shapes are based on geometric forms.

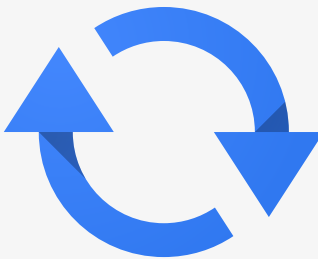
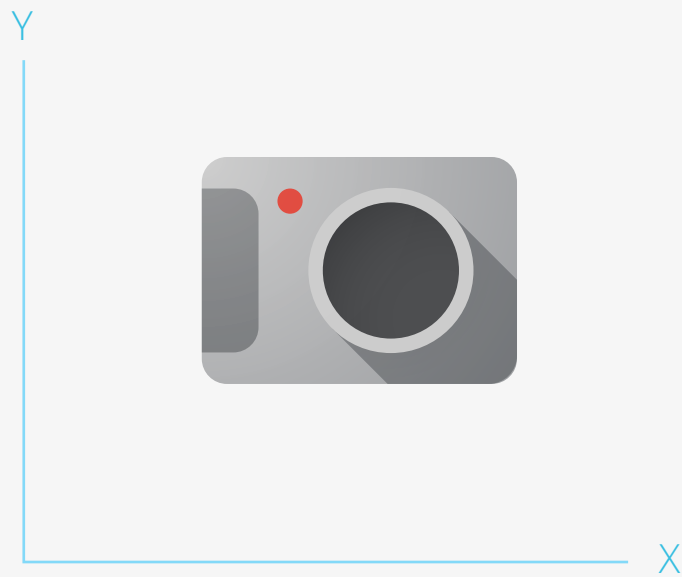


Design principles:
Front facing

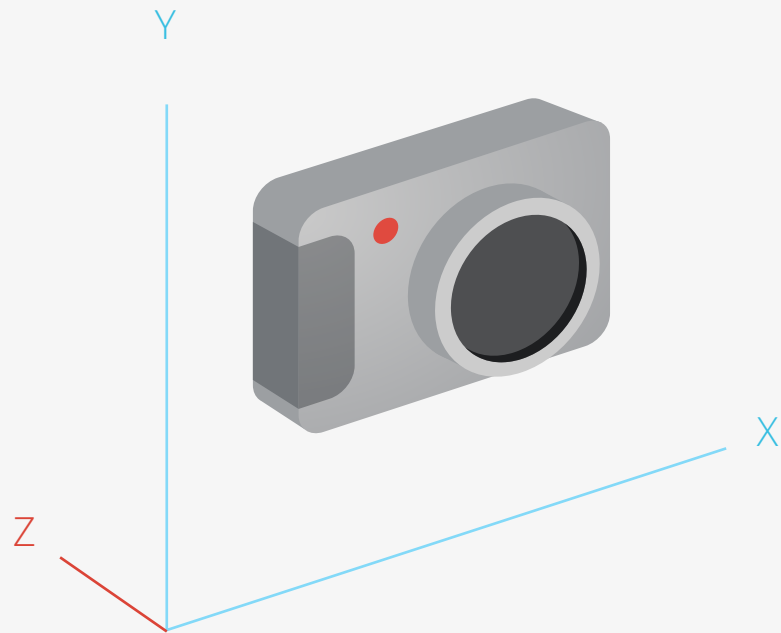
Product icons are always front facing.
Rendered 3D shapes, perspective and
organic shapes are never to be used
and are considered extremely off brand.



Correct: Front facing icons



Incorrect: 3d icons / Perspective



Design principles:
Shadows and highlights

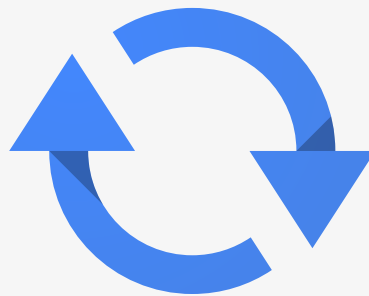
Shadows create a sense of depth and are a key element in bringing more personality and visual depth to the product icons.

Ideally, all product icons should have: one light source; 45° angles; and between 1 and 3 shadows.

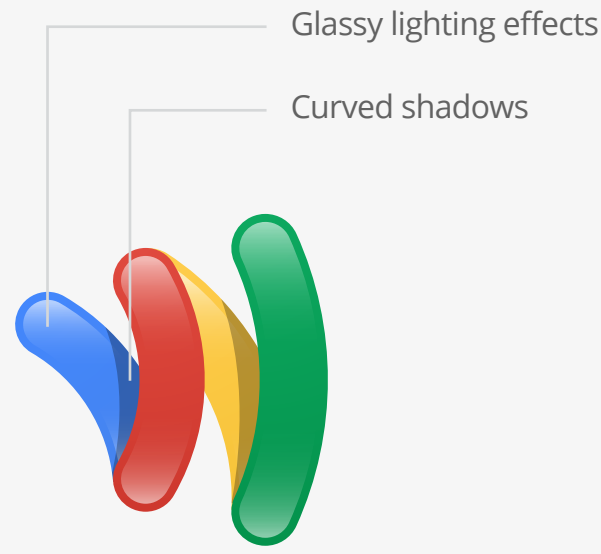
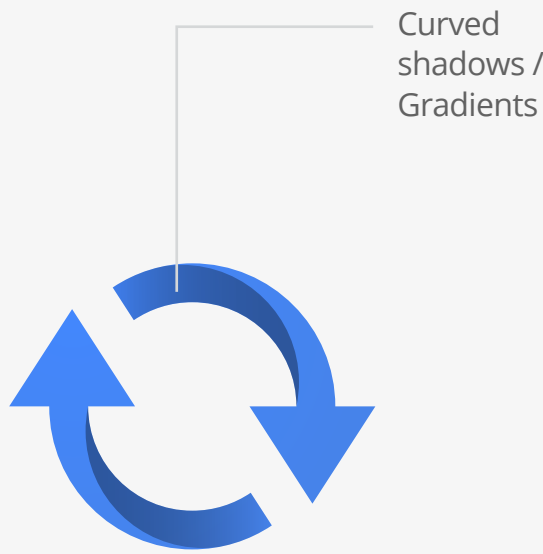
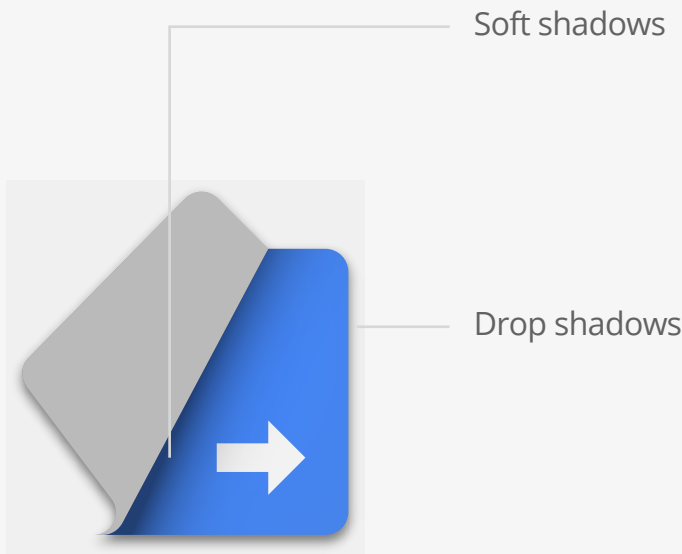
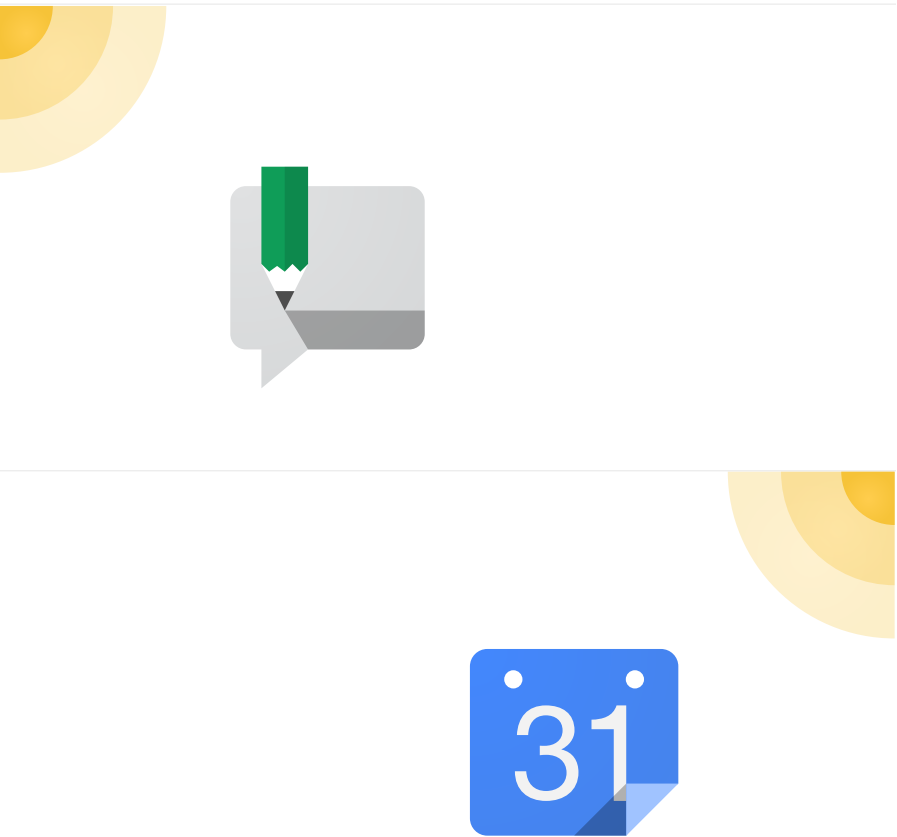
Circular elements, such as the rotating blue arrows to the right, are allowed to have multiple light sources.

The shadows are never curved and never use a gradient. See the next page to learn more about shadow colors.

✓ **Correct:** Straight / Hard shadows



✗ **Incorrect:** Effects / Curved shadows



Colors:
Color palettes

A family of colors has been established to serve as a guide and precedent for new graphics.

Exceptions

Google acquisitions with an existing brand.



Color palettes for product icons

Solid	Primary colors										
	Secondary colors										
Gradient	Primary colors										
	Secondary colors										

Shadows (percentages of black set to multiply on top of colored shapes, in this example you see a shadow over top of the of creme in the icon below).

K5	K10	K20	K30	K40	K50

Lights (white with varying transparency)

White 40%	White 60%	White 100%



Colors:
Solid color specs

Color codes are listed beneath each color.

Solid colors are specified in RGB, HEX, CMYK, and Pantones. Solid colors can be used for both digital or print. use.

Some of the Pantones used on the color palettes are part of the Plus series and won't be found in the regular Pantone color book.

For Adobe Illustrator CS4 or 5 users, please update your Pantone books library to Pantone Plus series in order to be able to use all colors. Update it here: <http://www.pantone.com/pages/pantone/pantone.aspx?pg=20726>

Solid colors: For print and digital usage

Primary colors				
	RGB	R66 G133 B244	R219 G68 B55	R244 G180 B0
	HEX	4285F4	DB4437	F4B400
	CMYK	C88 M50 Y0 K0	C0 M78 Y85 K12	C0 M20 Y90 K0
	PANTONE	660 C	7619 C	123 C
Secondary colors				
	RGB	R118 G167 B250	R229 G115 B104	R251 G203 B67
	HEX	76A7FA	E57368	FBCB43
	CMYK	C59 M27 Y0 K0	C0 M52 Y57 K8	C0 M15 Y66 K0
	PANTONE	659 C	7591 C	113 C
	RGB	R160 G195 B255	R237 G157 B151	R255 G225 B104
	HEX	A0C3FF	ED9D97	FFE168
	CMYK	C37 M11 Y0 K0	C0 M25 Y25 K4	C0 M10 Y39 K0
	PANTONE	658 C	7590 C	100 C
Greys				
	RGB	R242 G242 B242	R179 G179 B179	R102 G102 B102
	HEX	F2F2F2	B3B3B3	666666
	CMYK	C0 M0 Y0 K5	C0 M0 Y0 K30	C0 M0 Y0 K60
	RGB	R230 G230 B230	R153 G153 B153	R77 G77 B77
	HEX	E6E6E6	999999	4D4D4D
	CMYK	C0 M0 Y0 K10	C0 M0 Y0 K40	C0 M0 Y0 K70
	RGB	R204 G204 B204	R128 G128 B128	R51 G51 B51
	HEX	CCCCCC	808080	333333
	CMYK	C0 M0 Y0 K20	C0 M0 Y0 K50	C0 M0 Y0 K80

Colors:
Gradient color specs

Color codes are listed beneath each color.

Gradient colors, specified in RGB and HEX, are only for digital use.

See the “Gradient vs solid” section on the next page to understand the use cases.

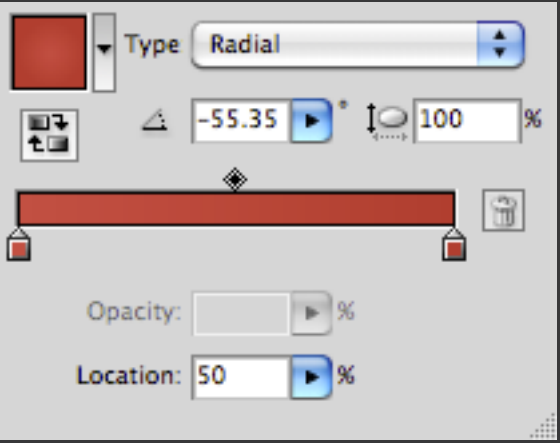
Gradient colors: For digital usage only

Primary colors					
	RGB	R67 G135 B253 > R70 G131 B234	R224 G74 B63 > R205 G55 B45	R255 G204 B0 > R244 G180 B0	R13 G169 B96 > R3 G145 B75
	HEX	4387FD > 4683EA	E04A3F > CD372D	FFCC00 > F4B400	0DA960 > 03914B
Secondary colors					
	RGB	R125 G172 B250 > R110 G158 B248	R230 G132 B120 > R229 G115 B104	R255 G205 B77 > R246 G195 B56	R77 G191 B131 > R51 G182 B121
	HEX	7DACFA > 6E9EF8	E68478 > E57368	FFCD4D> F6C338	4DBF83 > 33B679
	RGB	R160 G195 B255 > R141 G180 B253	R237 G167 B160 > R237 G157 B151	R255 G225 B104 > R255 G217 B77	R140 G213 B173 > R123 G207 B169
	HEX	A0C3FF > 8DB4FD	EDA7A0 > ED9D97	FFE168 > FFD94D	8CD5AD > 7BCFA9
Greys					
	RGB	R247 G247 B247 > R237 G237 B237	R186 G186 B186 > R171 G171 B171	R112 G112 B112 > R92 G92 B92	R36 G36 B36 > R15 G15 B15
	HEX	F7F7F7 > E8E8E8	BABABA > ABABAB	707070 > 5C5C5C	242424 > 0F0F0F
	RGB	R235 G235 B235 > R224 G224 B224	R161 G161 B161 > R145 G145 B145	R87 G87 B87 > R67 G67 B67	R241 G240 B232 > R208 G206 B193
	HEX	EBEBEB > E0E0E0	A1A1A1 > 919191	575757 > 424242	F1F0E8 > D0CEC1
	RGB	R212 G212 B212 > R196 G196 B196	R138 G138 B138 > R117 G117 B117	R61 G61 B61 > R41 G41 B41	
HEX	D4D4D4 > C4C4C4	8A8A8A > 757575	3D3D3D > 292929		

Colors:
Solid vs gradient colors

Gradients are used in the largest area of color within a product icon. Solid colors are reserved for supporting elements.

Gradients always begin in the upper left corner of the icon and finish diagonally at the bottom right corner.

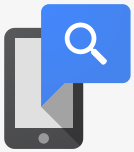


Colors:
Color combinations

In order to preserve the hierarchy between Google and its subsequent properties, four-color combinations are not allowed for product icons. This is reserved for the Google logo only.

Product icons should primarily be two or three colors, using one color as an accent color for contrast.

2 colors



3 colors



Color sequence



A color sequence has been established to bring visual harmony and increase color contrast.

When possible, avoid instances of red and green bordering each other.

Colors:
Color variations

In order to ensure optimum reproduction quality in all media and backgrounds, the product icons are presented in 2 color variations:

- Full color (preferred): Should be used wherever possible.
- One color: Used when the product icon is applied on a colored background or when the reproduction method restrict the number of colors. See more about background usage on the next page.

The gray provided is the preferred color choice for one color, however, if the situation calls for it, black may also be used.

Full color



One color positive



Color values:	
RGB	R117 G120 B123
HEX	75787B
CMYK	K60
PANTONE	Cool Gray 9 C

One color reversed






Colors:
Standard background colors
for Google product icons

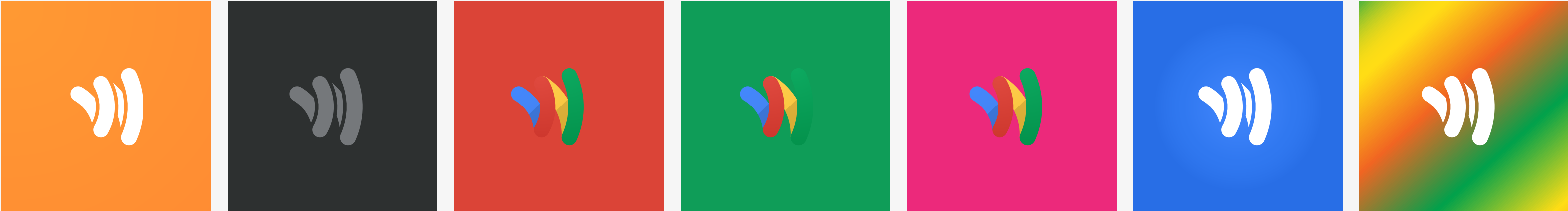
Seven standard background colors were created to ensure excellent color contrast.

Product icons should be perfectly visible and not merge with the background. Always consider the color contrast when applying product icons over a background color.

✔ **Correct:** Standard background colors

						
						
RGB	R45 G48 B48	R37 G74 B137	R66 G133 B244	R15 G157 B88	R219 G68 B55	R244 G180 B0
HEX	2D3030	254A89	4285F4	0F9D58	DB4437	F4B400
CMYK	C0 M0 Y0 K90	C100 M78 Y0 K18	C88 M50 Y0 K0	C82 M0 Y67 K11	C0 M78 Y85 K12	C0 M20 Y90 K0
PANTONE	Black 7 C	7687 C	660 C	7724 C	7619 C	123 C

✘ **Incorrect:** Misuse of icons on non standard backgrounds / Misuse of the one color positive version on a dark background










Colors:
Standard background colors
for non Google branded products

These three standard background colors ensure excellent color contrast. If the product has a proprietary color, it may also be used as a background color.

Product icons should be perfectly visible and must not merge with the background. Always consider the color contrast when applying product icons over a background color.

✔ **Correct:** Standard background colors

			
			
RGB	R45 G48 B48	R37 G74 B137	
HEX	2D3030	254A89	
CMYK	C0 M0 Y0 K90	C100 M78 Y0 K18	
PANTONE	Black 7 C	7687 C	

✘ **Incorrect:** Misuse of icons on non standard backgrounds / Misuse of the one color positive version on a dark background



Creating product icons:
Shapes template

Product icons often utilize universally recognized shapes like speech bubbles, books, mobile devices, a person, a magnifying glass, etc. For unity, review the product icon suite and reuse these common shapes instead of creating new ones.



Tools and Stores

All examples of “tool” named properties, ie. Webmaster Tools, Chrome Tools etc. will use a logo placed over top of the toolbox icon. All things related to shopping, merchants etc. will do the same with the shopping bag icon.

Tool box



Shopping bag icon



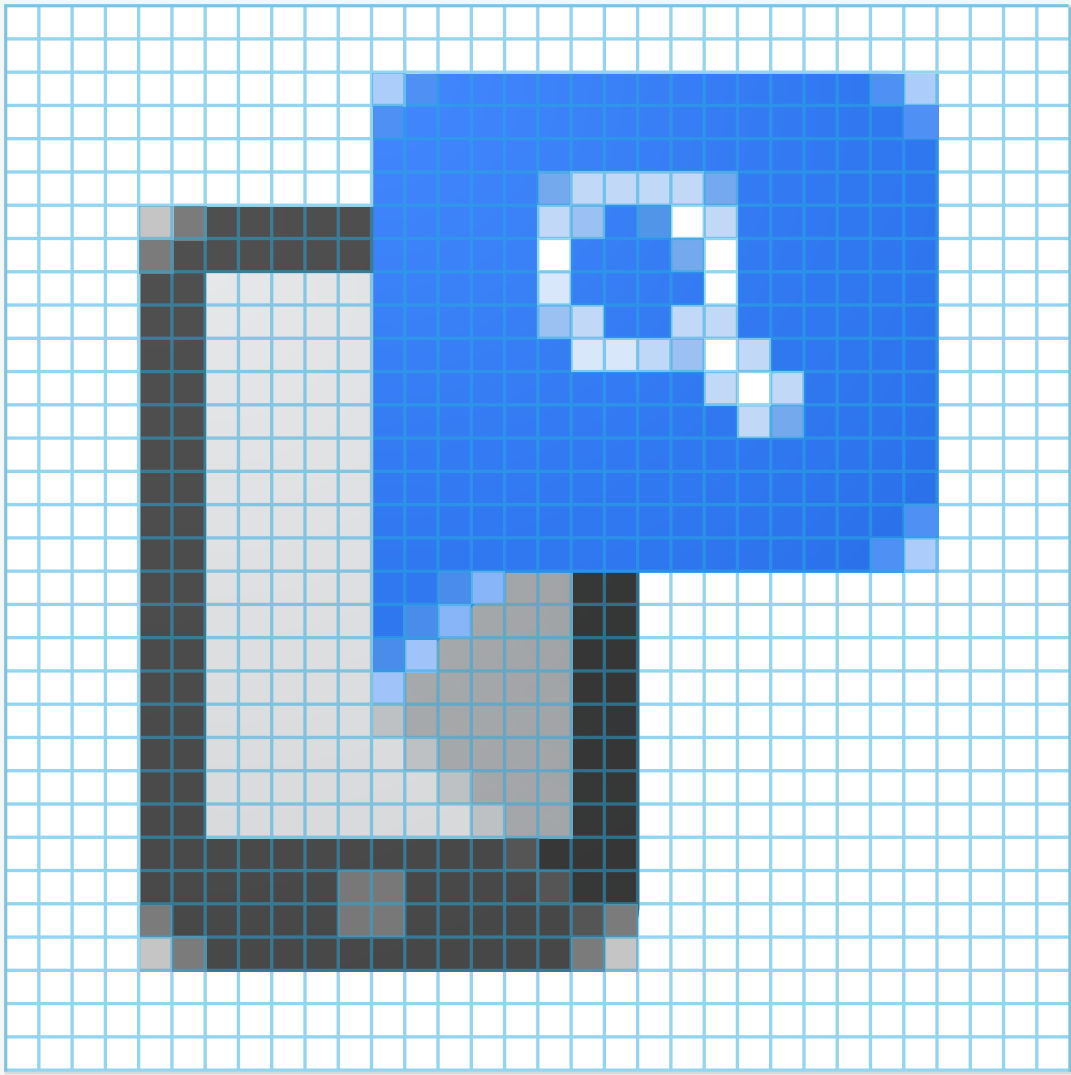
Creating product icons:
Pixel perfect

Pixel perfect design is the process of aligning and sizing shapes to precisely fit within the pixel grid.

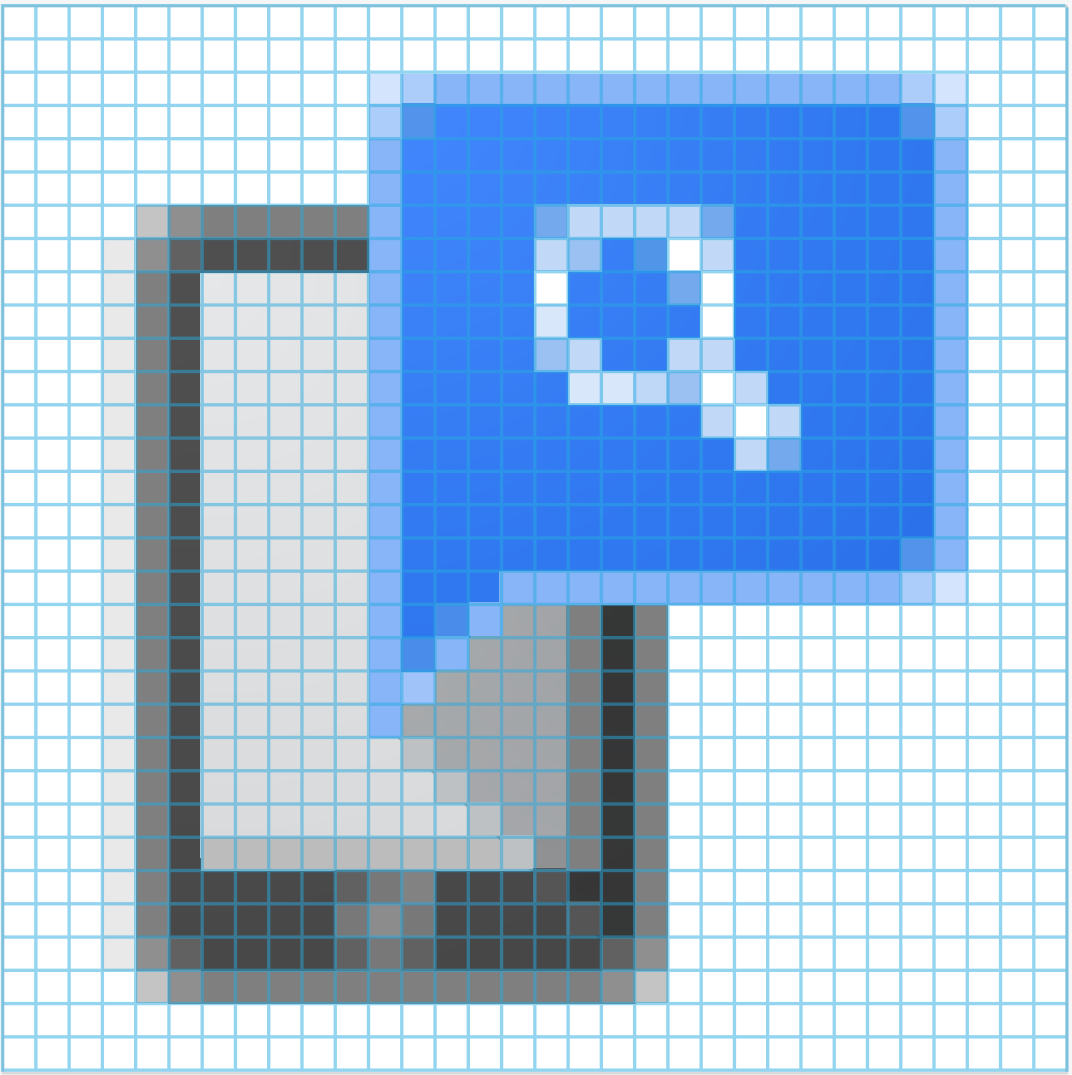
Icons that align to the pixel grid allow for crisp detail at small sizes.



Correct: Pixels aligned to the grid



Incorrect: Pixels not aligned to the grid generating blurry areas



**Creating product icons:
Round corners**

The corner radius changes according to the icon's size.

Radius requirements:

16px: Radius = 2px

32px: Radius = 4px

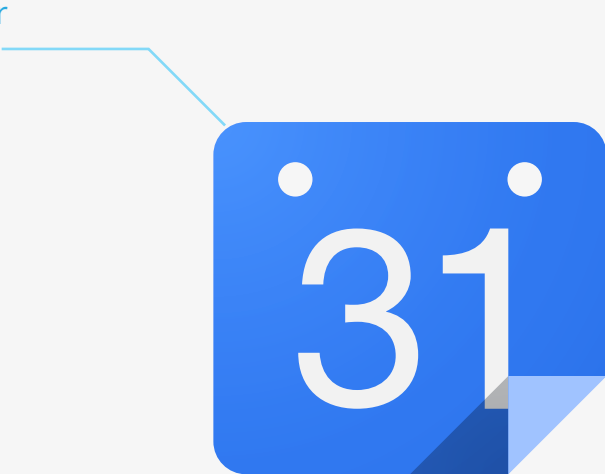
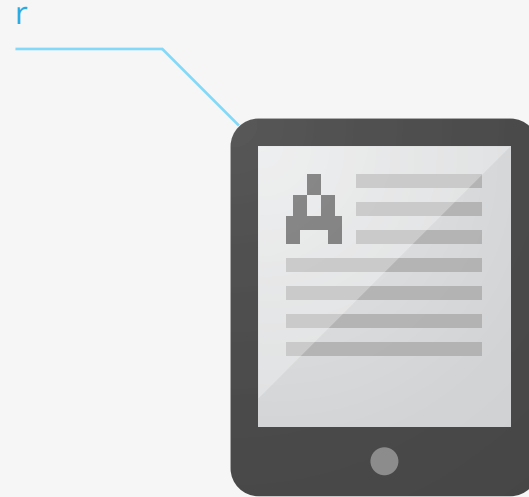
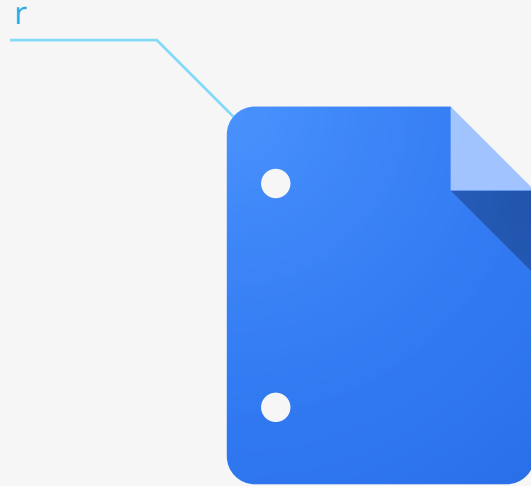
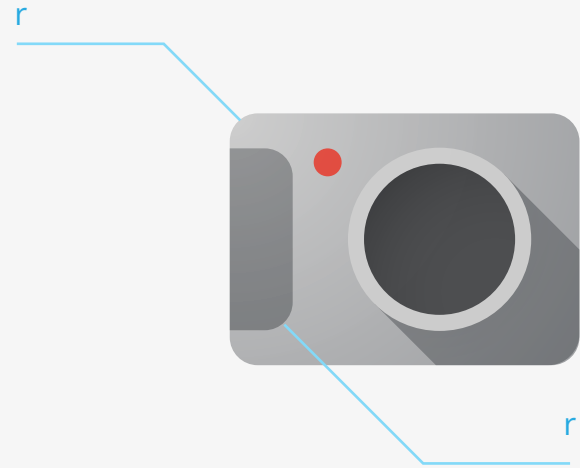
64px: Radius = 8px

128px: Radius = 16px

Chrome Extensions radius requirements:

19px: Radius = 2px

48px: Radius = 8px



Creating product icons:
Typography

Due to localization issues, typography is to be used sparingly within product icons.

Two typefaces can be used:

- Open Sans Semi Bold
- Google's pixel perfect typeface

Google's pixel perfect typeface for small sizes



5 px

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
., : ; ' " ? ! @ # \$ % ^ & () [] { } | / \ < > - - - = + ÷ × •

10 px

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
., : ; ' " ? ! @ # \$ % ^ & () [] { } | / \ < > - - - = + ÷ × •

20 px

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
., : ; ' " ? ! @ # \$ % ^ & () [] { } | / \ < >
- - - = + ÷ × •

Open Sans Semi Bold



AaBbCc

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

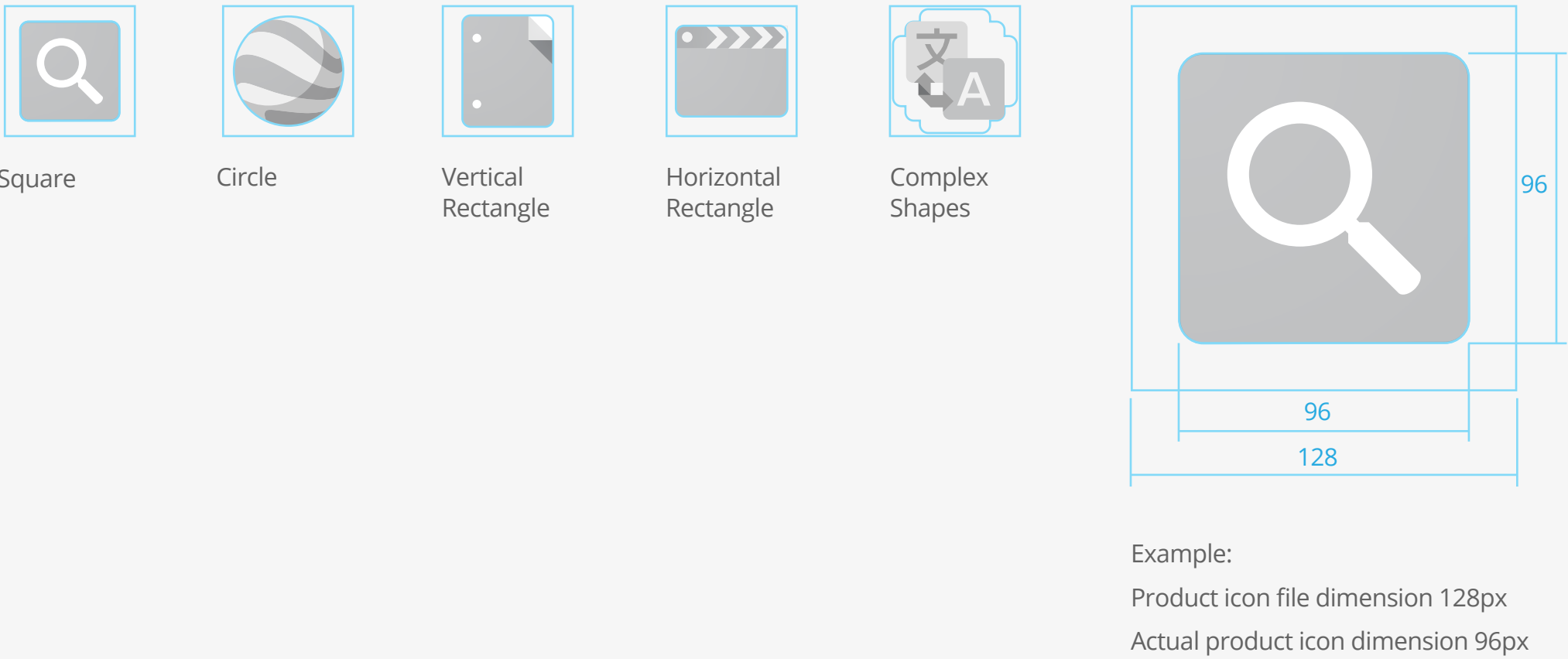
Creating product icons:
Final asset proportions / Sizes

A proportional scale has been established to maintain a uniform visual weight across all product icons, regardless of their shape.

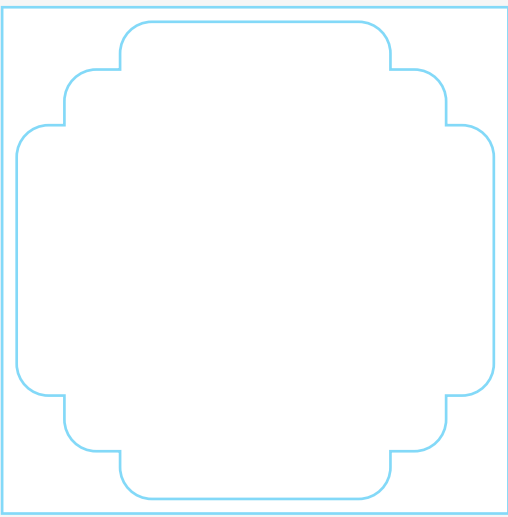
Product icons should only appear in 9 sizes showed in the chart. Within these sizes, product icons have various padding, depending on the icon shape. For Retina displays, export the same sizes at 144 ppi.

The only exception to this rule is 16px (Favicon) 48px and 19px with no padding.

Product icon padding according to different shapes



Complex shapes



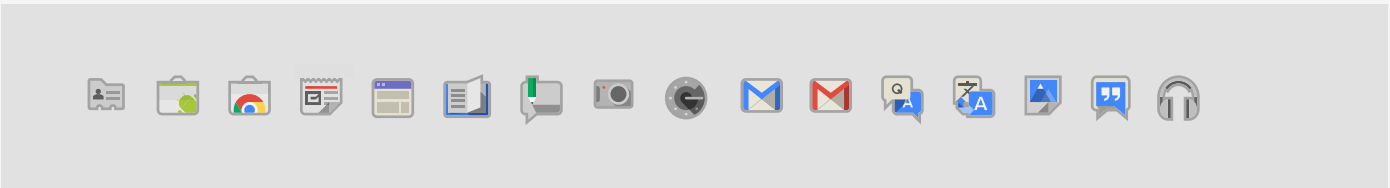
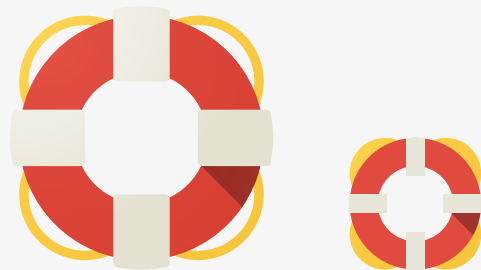
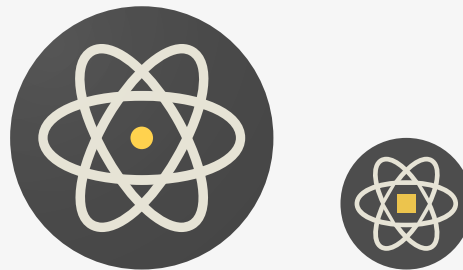
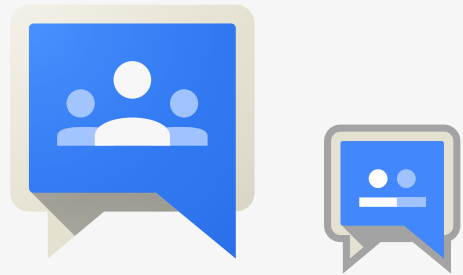
Complex shaped icons are any icons not conforming to the four basic shapes as defined in the previous section. Complex icons should fit primarily within our complex icon shape template (shown above), which is created from our basic square and circle icons, as well as our extreme rectangle icons, like the Maps pin and the YouTube icon. When creating a 64 px icon, complex icons should never exceed 62 px in any one direction and should never be smaller then 32 px in any one direction.

Sizes	500	256	250	128	64	48	32	19	16
Applied to									
Square	384 x 384	192 x 192	192 x 192	96 x 96	48 x 48	no padding	24 x 24	no padding	no padding
Circle	432 x 432	216 x 216	216 x 216	108 x 108	54 x 54	no padding	28 x 28	no padding	no padding
Vertical Rectangle	352 x 432	176 x 216	176 x 216	88 x 108	44 x 54	no padding	22 x 27	no padding	no padding
Horizontal Rectangle	432 x 352	216 x 176	216 x 176	108 x 88	54 x 44	no padding	27 x 22	no padding	no padding

Creating product icons:
16px adjustments

A 16px icon (favicon size) should be reduced to its most minimal form; simplifying shapes to achieve the greatest readability in respect to its 32px counterpart.

The examples provided (scaled 400%), illustrate the simplification of forms at 16px to improve the icon’s legibility at actual size.

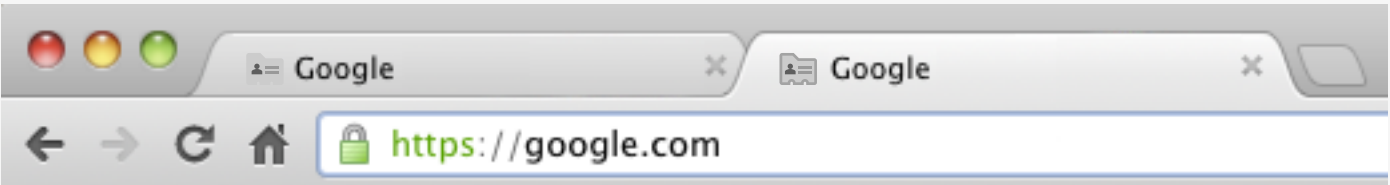
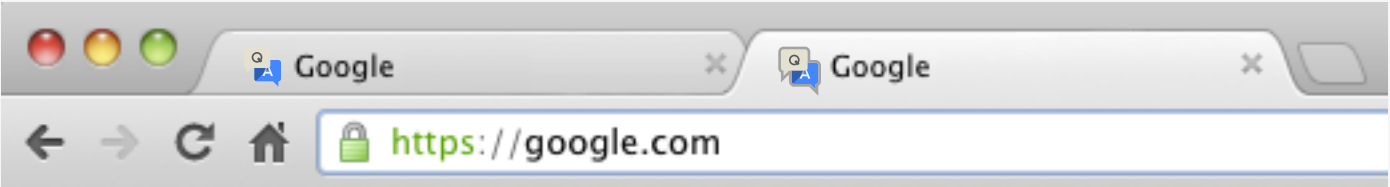
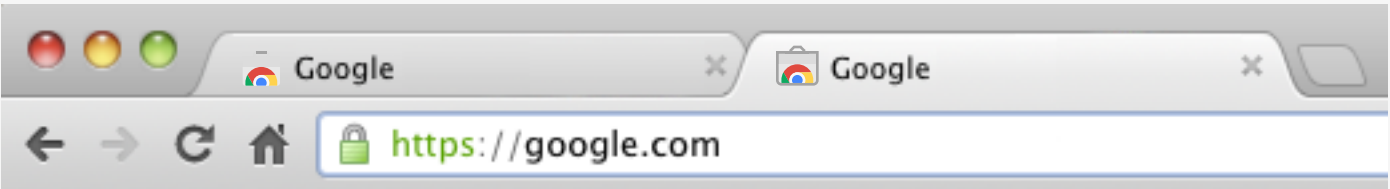


Stroke color values:	
RGB	R175 G177 B179
HEX	AFB1B3

Favicons that predominantly feature grey or off-white must have a 36% black stroke outline to create separation from the grey web browser tabs where they are displayed.

 **Incorrect:** No outline icons

 **Correct:** Outlined icons



Creating product icons:
Clearance area for
marketing materials

The clearance area has been established to allow product icons to stand out and not be encroached upon by other elements. The space surrounding a product icon is proportional to the product icon’s size.

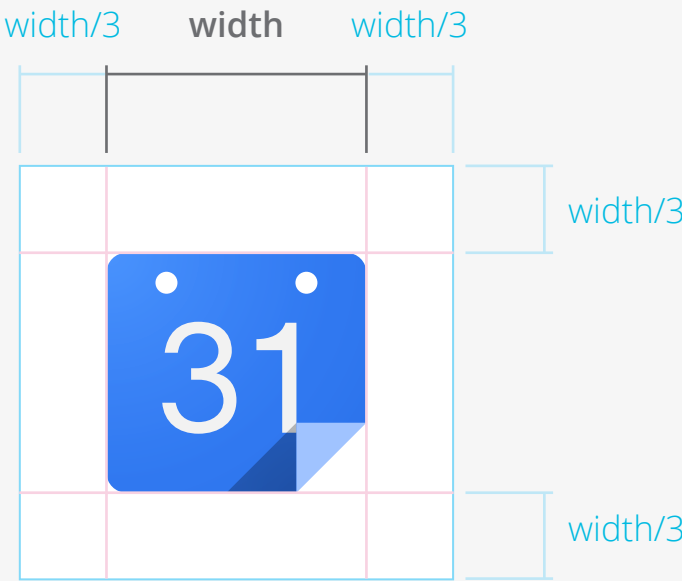
Whenever possible, allow more clear space around the product icon than the minimum space specified here.

In square, horizontal and circular icons, the clearance area is defined as one third of the icon’s width.

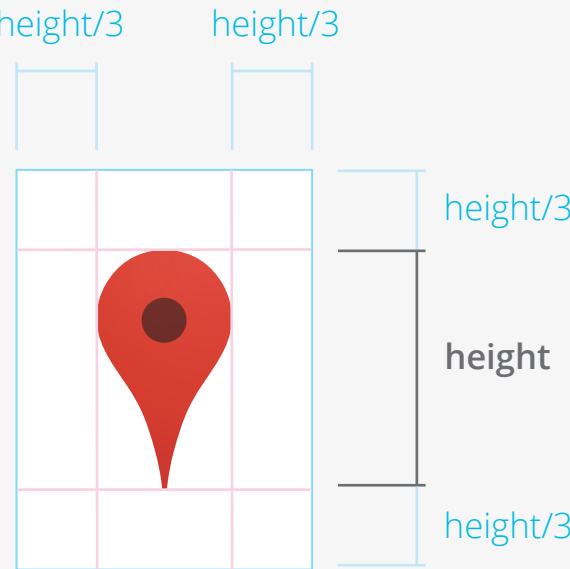
In vertical icons, the clearance area is defined as one third of the icon’s height.

Defining the clearance area

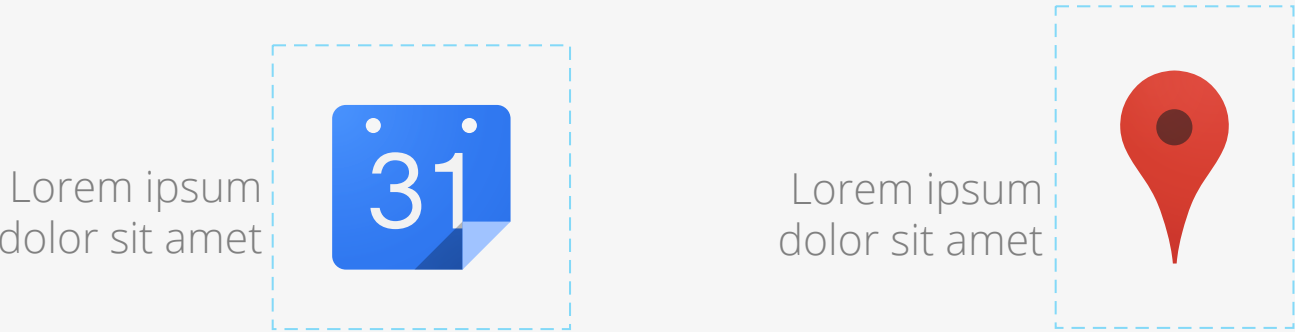
Horizontal product icon



Vertical product icon



✓ **Correct:** Elements respecting the clearance area



✗ **Incorrect:** Elements disrespecting the clearance area



**Creating product icons:
Naming / Exporting files**

All file names must be in lowercase.

The naming convention for product icons is the name of the product using an underscore to separate words in the name, followed by a hyphen and the pixel width.

Google’s product icons are exported via a combination of Adobe Illustrator and Fireworks.



API / PRO / Developers Tags:
Elements

These tags are used to denote a product’s API, PRO version or that it is representative of a product’s developer community.

These tags are designed to work at a broad range of sizes and interfere with the original product icon as little as possible. Because of this, they are a neutral color with white text and do not cast a shadow on the product icon. The dark box and white text create contrast that improves legibility at small sizes.

Creating these assets is easy, just download the templates in Adobe Illustrator and follow the instruction on the next pages. We don’t recommend you to attempt to reproduce or rebuild the tags, just use the templates. It’s easier and faster.

API



PRO



Developers



**API / PRO / Developers Tags:
Specs for digital usage**

The size and proportion between a tag and a product icon are fixed and must not be altered.

Download the templates in Adobe Illustrator and follow the instructions presented on the Illustrator document. We don't recommend you to attempt to reproduce or rebuild the tags, just use the templates. It's easier and faster.

If the placement suggested for the tag on the file covers an important aspect of the product icon, it can be repositioned to better accompany the icon. See some examples aside.



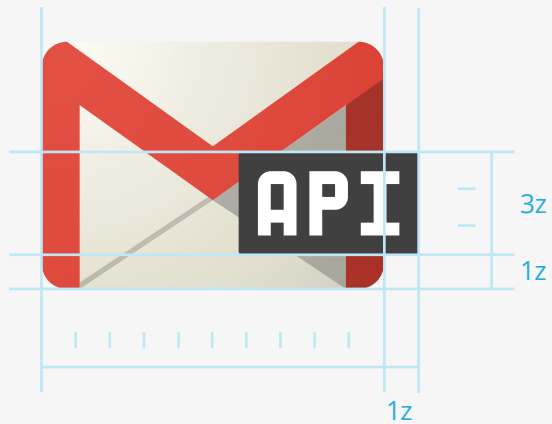
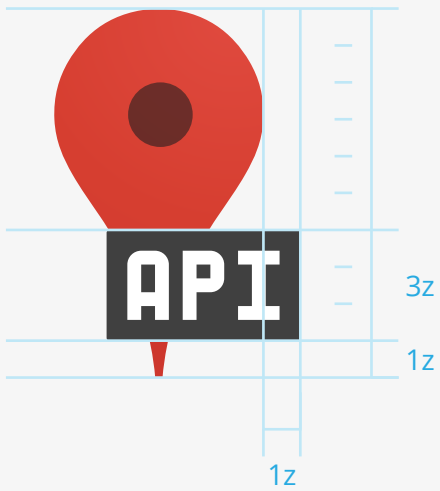
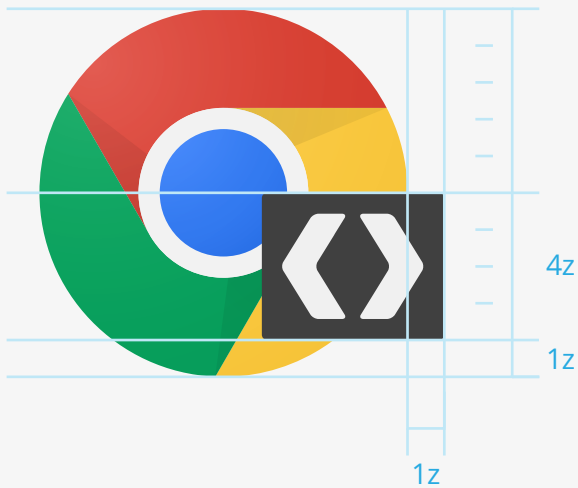
API / PRO / Developers Tags:
Specs for print usage

The size and proportion between the tag and the product icon are fixed and must not be altered.

“Z” is the base for defining the spacial relationship between the product icon and the tag. Z is defined by 1/10 of the product icon’s height or width - whichever proportion is greater.

In relation to the product icon, the PRO and API tags are 3Z’s high. The Developer tag is 4Z’s high. The tag is placed 1Z to the right and 1Z above the baseline of the product icon.

If this placement of the tag covers an important aspect of the product icon, it can be repositioned within the the Z grid to better accompany the icon.



Logo lockups



Logo lockups are usually formed by the combination of the product icon with its name or just by the name. They are the brand ambassadors and are immediately recognizable.

Logo lockups:
Categories

Google logo lockups include 3 categories:

- Google products
- Google entities
- Non Google products

Note that Google products have different lockups for web page headers and marketing materials.

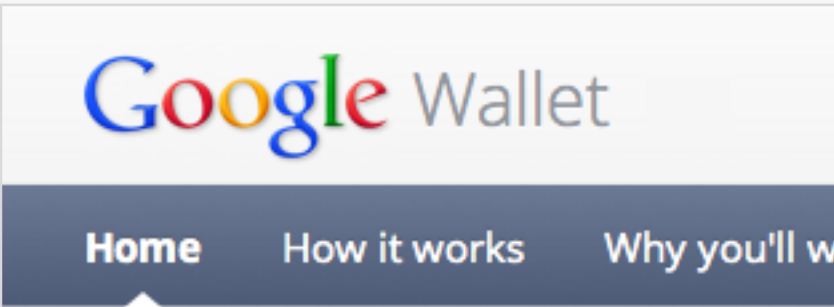
The next page has more information about all Google lock up variations and specs.

Logos for webpage headers

Logos for marketing materials

Google products

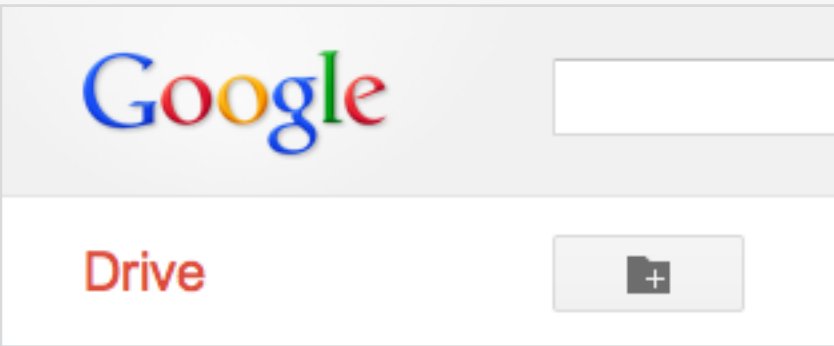
Static webpages



Print and digital



Dynamic webpages



Print and digital



Google entities

Static webpages



Print



Digital



Non Google products

Static / Dynamic webpage



Print and digital



Google product logo lockup for static web page headers: Typography / Colors

This logo lockup features a full color Google logo with a capitalized product name.

These logos are only used on web page headers and are automatically generated by the Web Studio team.

Logo lockup elements



 **Incorrect:** Incorrect typefaces and colors

Google product

Google PRODUCT

Google product

Google Product

Google product logo lockup for static web page headers: Proportions

There are two variations of the lockup:

- For product names only
- For product names with a subcategories

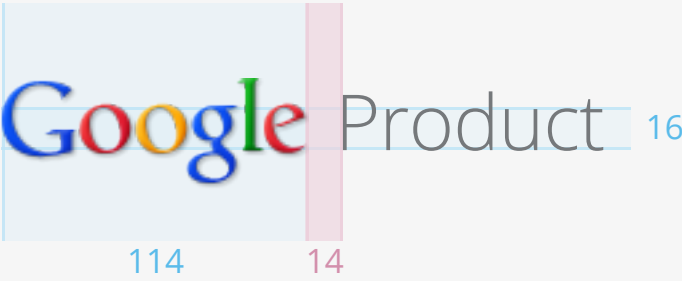
A division line is used to separate subcategories from the product names.

The baseline of the product name and the subcategory is aligned to the baseline of the “L” in “Google”.

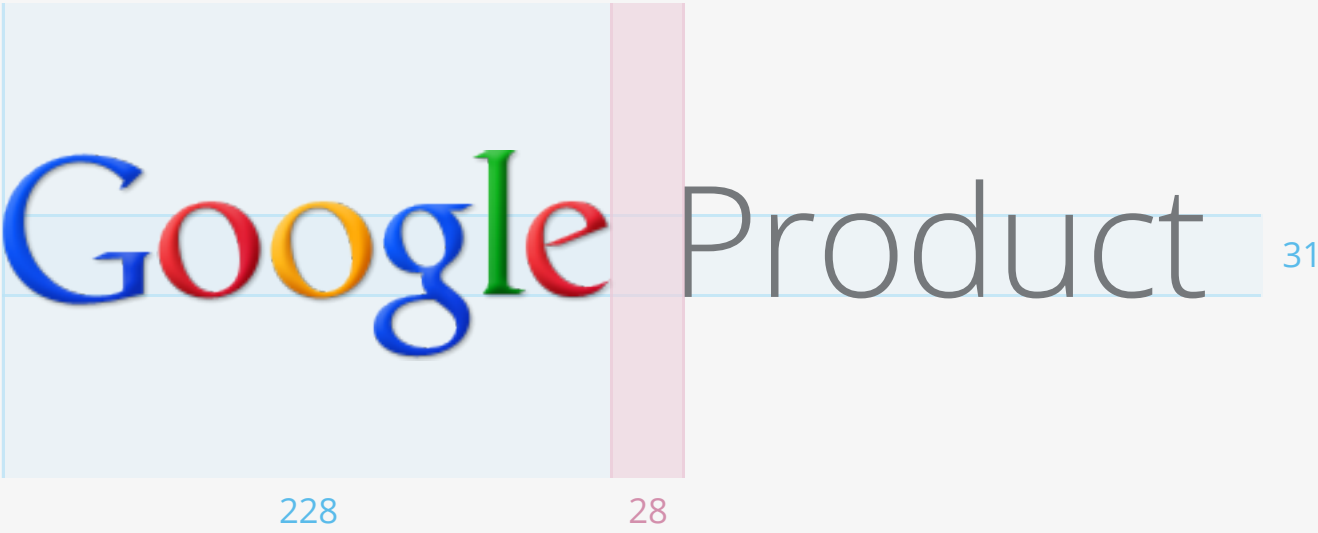
The sizes, alignments and proportions between the elements are fixed and must not be altered.

Google product

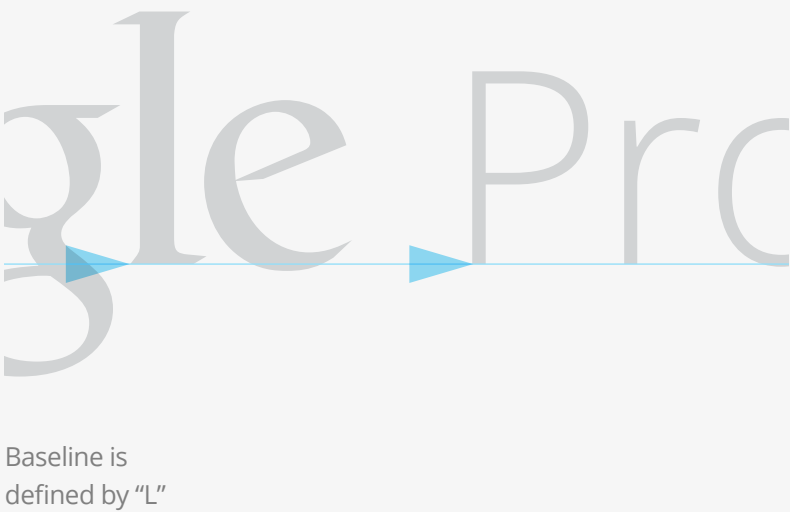
Regular size



Retina size

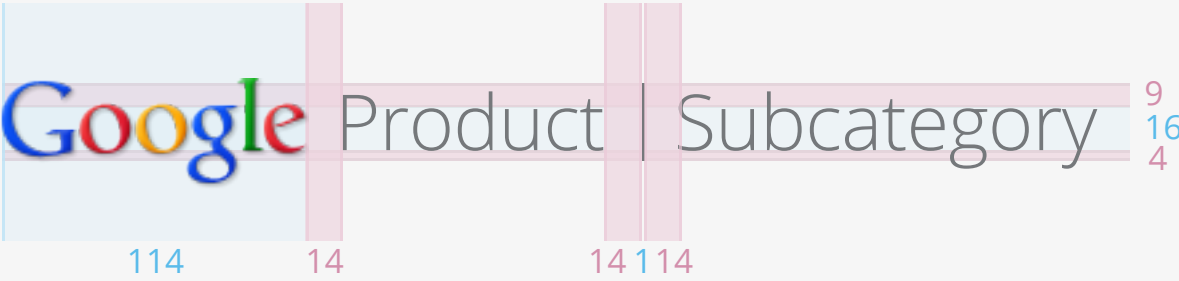


Baseline alignment

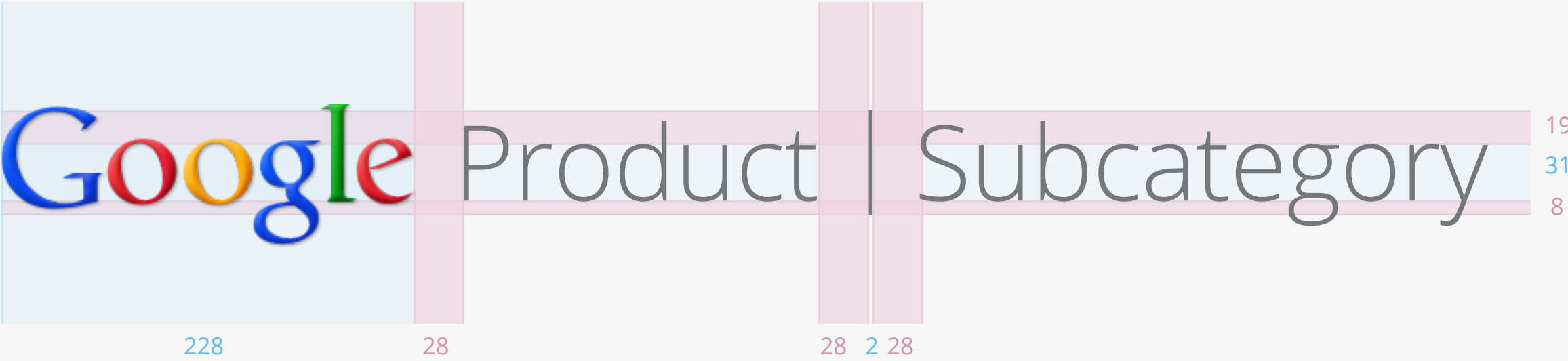


Google product with subcategory

Regular size



Retina size



Google entities logo lockup:
Elements / Typography /
Minimum sizes

Google entity logo lockups feature a full color Google logo with a capitalized entity name.

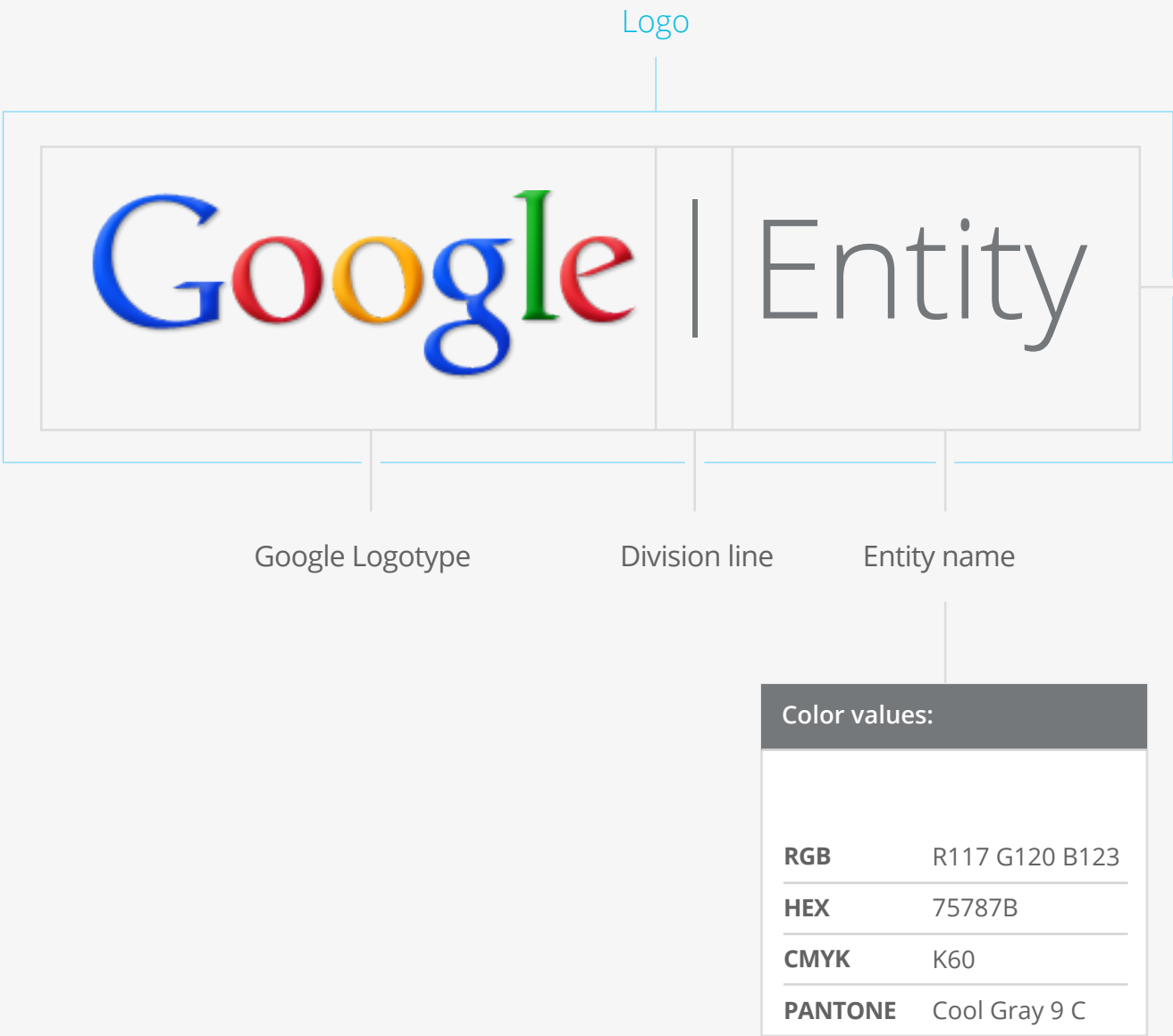
Entities are all Google corporate divisions which cannot be categorized as products, such as Google Jobs .

Aiming to differentiate entities from products, a division line is placed between Google logo and the entity name.

In order to assure excellent legibility at all sizes, the lockups have two typeface variations. See further instructions on the chart.

Creating these assets is easy, just download the templates in Adobe Illustrator and follow further instructions on the files. We don't recommend you to attempt to reproduce or rebuild the logos, just use the templates. It's easier and faster.

Having the Open Sans typeface installed in your computer is required for you to use the template files.



The typeface used for the entity name is Open Sans with -10 tracking

According to the logo size the font weight changes:

Use Open Sans Light

When Google's logo width is **greater** than:

- For digital use



- For print



Use Open Sans Regular

When Google's logo width is **smaller** than:

- For digital use



- For print



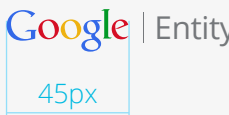
✗ **Incorrect:** Incorrect typefaces and colors



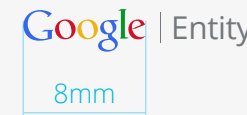
Minimum size

Minimum size specifications ensure that the logo lockup remains legible in all applications. The logo lockup should never be reproduced smaller than the indicated minimum sizes:

- For digital usage



- For print



Google entities logo lockup:
Static webpage proportions

There are two variations of the lockup:

- For product names
- For product names with a subcategories

A division line is used to separate subcategories from the product names.

The baseline of the product name and the subcategory is aligned to the baseline of the “L” in “Google”.

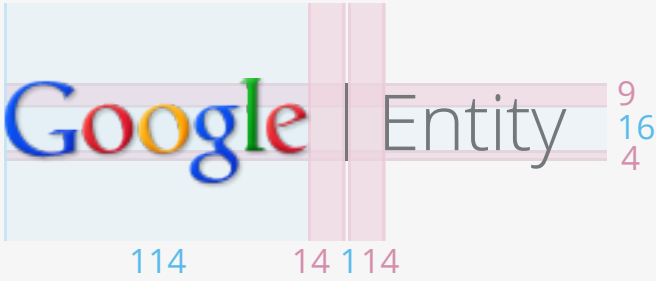
The sizes, alignments and proportions between the elements are fixed and must not be altered.

Creating these assets is easy, just download the templates in Adobe Illustrator and follow further instructions on the files. We don't recommend you to attempt to reproduce or rebuild the logos, just use the templates. It's easier and faster.

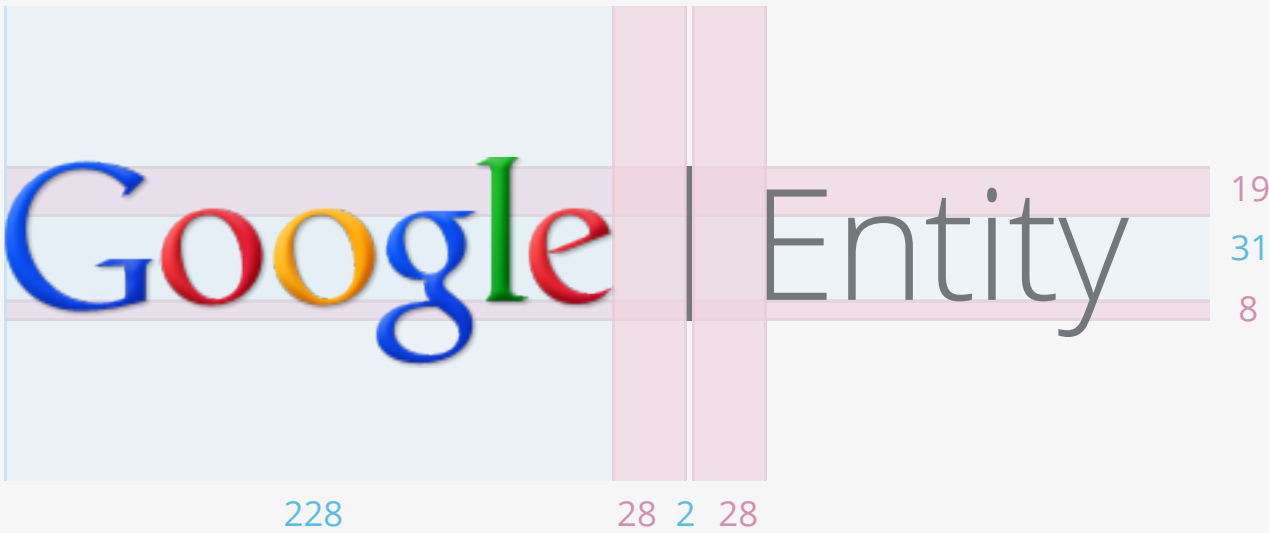
Having the Open Sans typeface installed in your computer is required for you to use the template files.

Google entity

Regular size



Retina size



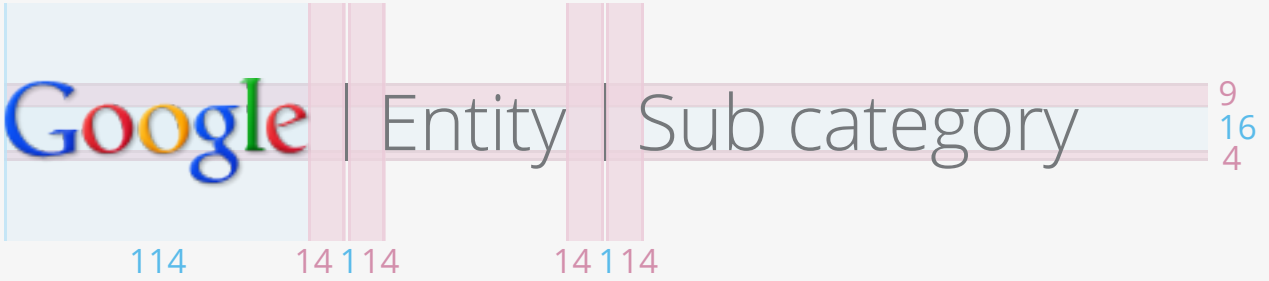
Baseline alignment

Baseline is defined by “L”

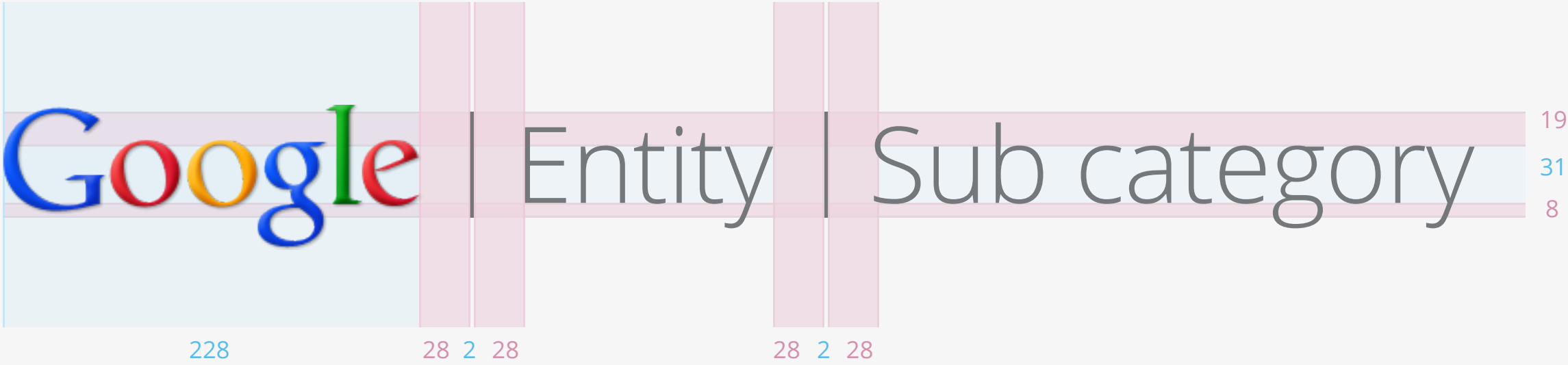


Google entity
with subcategory

Regular size



Retina size



Google entities logo lockup:
Print proportions

There are two variations of the lockup:

- For product names
- For product names with a subcategories

A division line is used to separate subcategories from the product names.

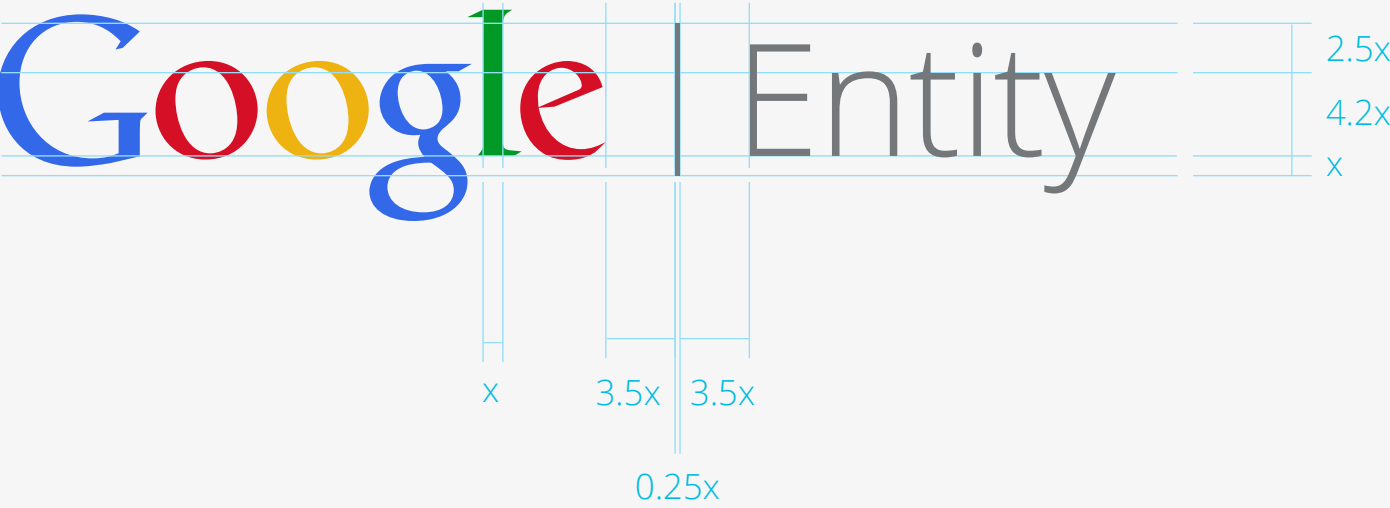
The baseline of the product name and the subcategory is aligned to the baseline of the “L” in “Google”.

“X” is the base for defining the spacial relationship between elements and is defined as the width of the ascender in the letter “L” in the word “Google”. The sizes, alignments and proportions between the elements are fixed and must not be altered.

Creating these assets is easy, just download the templates in Adobe Illustrator and follow further instructions on the files. We don't recommend you to attempt to reproduce or rebuild the logos, just use the templates. It's easier and faster.

Having the Open Sans typeface installed in your computer is required for you to use the template files.

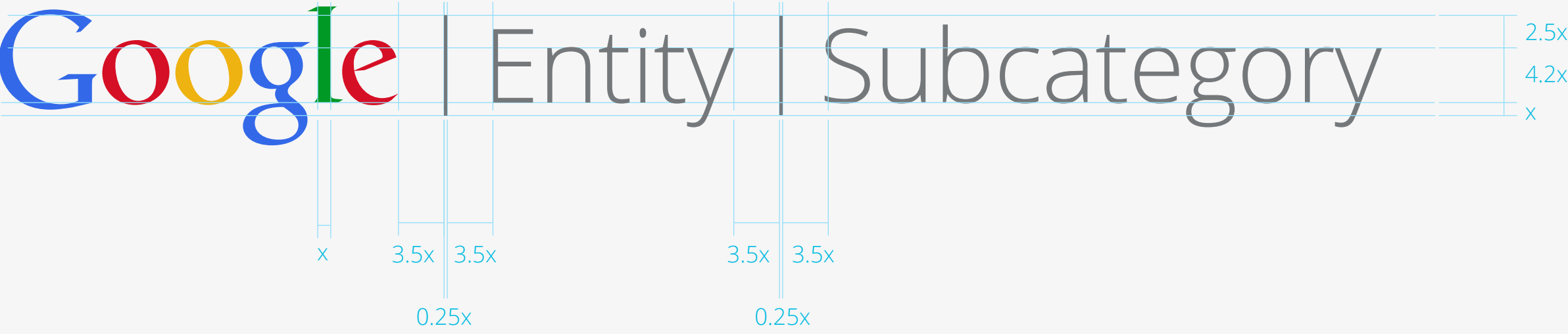
Google entity



Baseline alignment



Google entity with subcategory



Google entities logo lockup:
Clearance area

The clearance area has been established to allow logo lockups to stand out and not be encroached upon by other elements.

The space surrounding a product lockup is proportional to its size. The clearance area is defined by “G” like in the example on this page.

Whenever possible, allow more clear space around the product icon than the minimum specified here.

Clearance area



Correct: Elements respecting the clearance area



Lorem ipsum
dolor sit amet



Incorrect: Elements disrespecting the clearance area



Lorem ipsum
dolor sit amet

Google entities logo lockup:
Color variations

In order to ensure optimum reproduction quality in all media and backgrounds, the logos are presented in 2 versions:

- Digital (Google logo with effects)
- Print (Google logo in solid colors)

Each version has 2 color variations:

- Full color (preferred):
Should be used wherever possible.
 - One color:
Used when the logo lockup is applied on a colored background or when the reproduction method restrict the number of colors. See more about background usage on the next page.
- The gray provided is the preferred color choice for one color, however, if the situation calls for it, black may also be used.

Digital usage

Positive variations

Full color



Color values:	
RGB	R117 G120 B123
HEX	75787B

One color



Print usage

Full color



One color



Color values:	
CMYK	C0 M0 Y0 K60
PANTONE	Cool Gray 9 C

CMYK	C100 Y44 M0 K0
PANTONE	300C

CMYK	C0 M100 Y62 K0
PANTONE	199C

CMYK	C0 M24 Y94 K0
PANTONE	123C

CMYK	C70 M0 Y100 K9
PANTONE	362C

Reversed variations



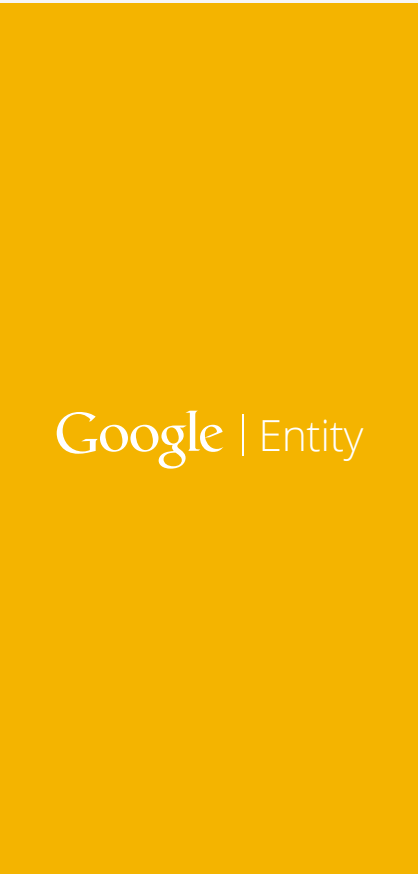
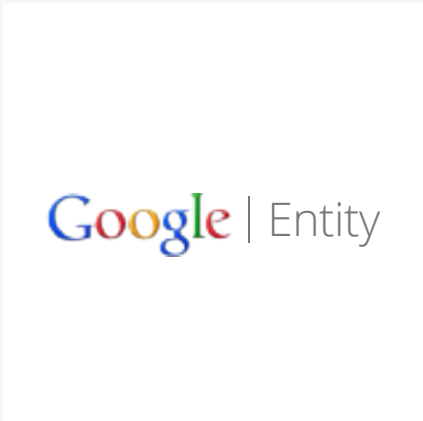
Google entities logo lockup:
Standard background colors

Seven different standard background colors were created to ensure excellent color contrast.

Google product logos should be perfectly visible and must not merge with the background.

Always consider the color contrast when applying Google product logos over a background color.

✔ **Correct:** Standard background colors



RGB
HEX
CMYK
PANTONE

R242 G242 B242
F2F2F2
C0 M0 Y0 K5
Cool Gray 1C

R37 G74 B137
254A89
C100 M78 Y0 K18
7687 C

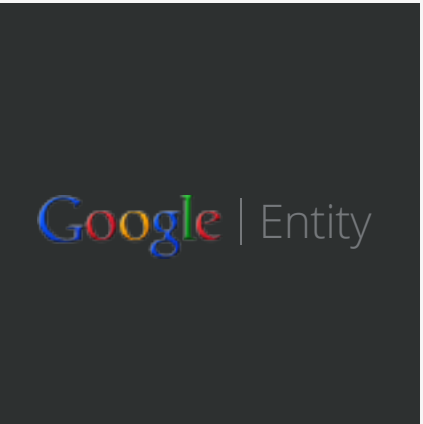
R66 G133 B244
4285F4
C88 M50 Y0 K0
660 C

R15 G157 B88
0F9D58
C82 M0 Y67 K11
7724 C

R219 G68 B55
DB4437
C0 M78 Y85 K12
7619 C

R244 G180 B0
F4B400
C0 M20 Y90 K0
123 C

✘ **Incorrect:** Misuse of icons on non standard backgrounds / Misuse of the positive monochromatic version on a dark background



Google entities logo lockup:
Image background usage

Always consider the color contrast when applying a logo lockup over a photo background.

Logo lockups should be perfectly visible and must not merge with the background.



Correct: Good contrast between logo and background



Incorrect: Lack of contrast between logo and background



Google products logo lockup for marketing materials: Elements / Typography / Minimum sizes

For marketing materials, the logo lockup features a full color product icon, Google logo, and a capitalized product name.

To avoid visual competition, both the product name and Google’s logo are in gray. See the color specifications in the chart.

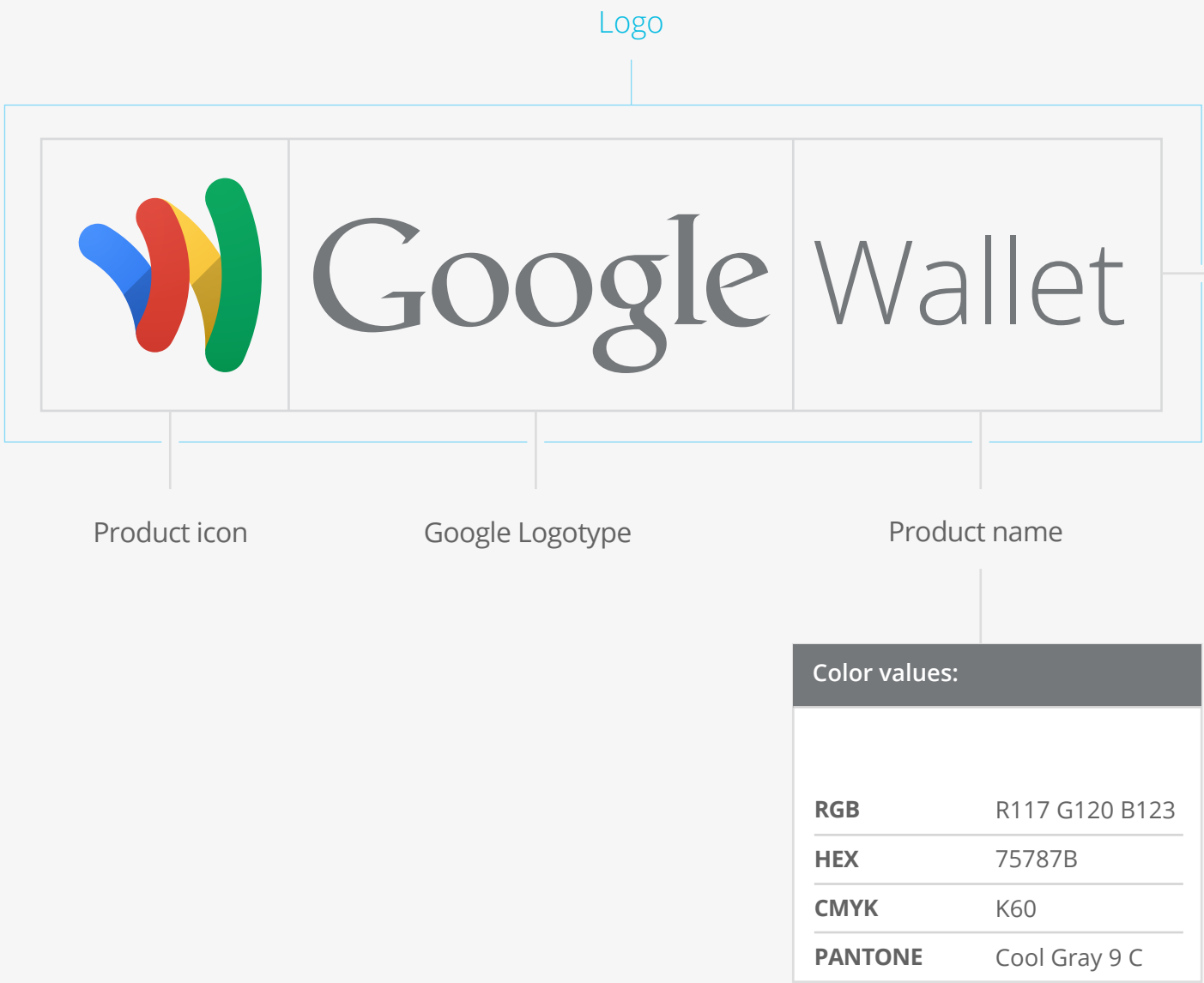
In order to assure excellent legibility at all sizes the lockups are presented in two variations:

- For regular logo sizes (lighter typeface)
- For small sizes (heavier typeface)

Creating these assets is easy, just download the templates in Adobe Illustrator and follow further instructions on the files. We don’t recommend you to attempt to reproduce or rebuild the logos, just use the templates. It’s easier and faster.

Having the Open Sans typeface installed in your computer is required for you to use the template files.

Logo lockup elements



The typeface used for the entity name is Open Sans with -10 tracking

According to the logo size the font weight changes:

Use Open Sans Light

When Google’s logo width is **greater** than:

- For digital use



- For print



Use Open Sans Regular

When Google’s logo width is **smaller** than:

- For digital use



- For print



Incorrect: Incorrect typefaces and colors



Minimum size

Minimum size specifications ensure that the logo lockup remains legible in all applications. The logo lockup should never be reproduced smaller than the indicated minimum sizes:

- For digital usage



- For print



Google products logo lockup for marketing materials: Horizontal proportions

There are two different form variations for product logo lockups: Horizontal and Vertical.

The horizontal version is considered preferred and should be used whenever possible.

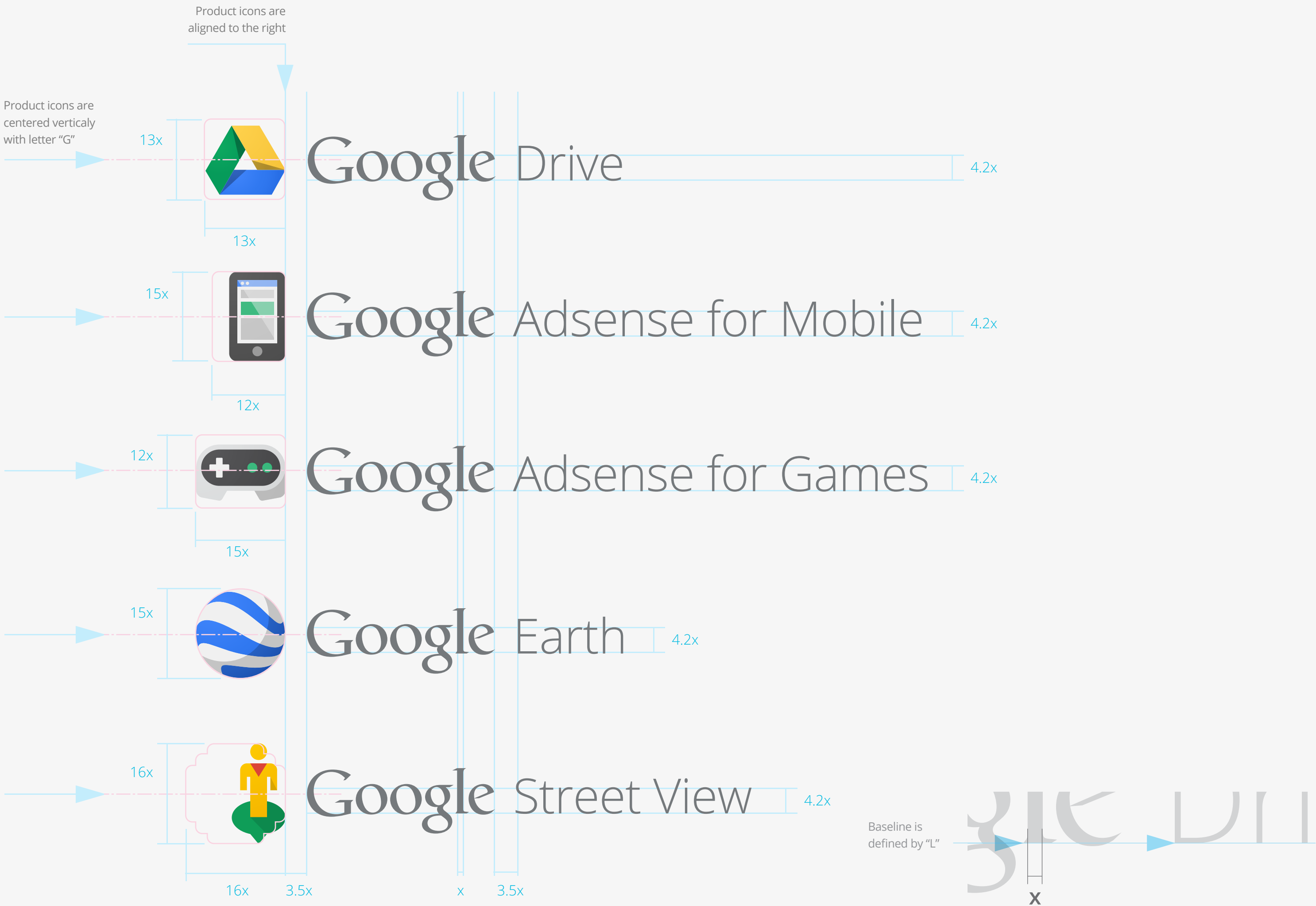
“X” is the base for defining the spacial relationship between elements and is defined as the width of the ascender in the letter “L” in the word “Google.”

The baseline of the product name and the subcategory is aligned to the baseline of the “L” in “Google”.

The sizes, alignments and proportions between the elements are fixed and must not be altered.

Creating these assets is easy, just download the templates in Adobe Illustrator and follow further instructions on the files. We don’t recommend you to attempt to reproduce or rebuild the logos, just use the templates. It’s easier and faster.

Having the Open Sans typeface installed in your computer is required for you to use the template files.



Google products logo lockup for marketing materials: Vertical proportions

This version has been developed for use when the format and / or context dictates.

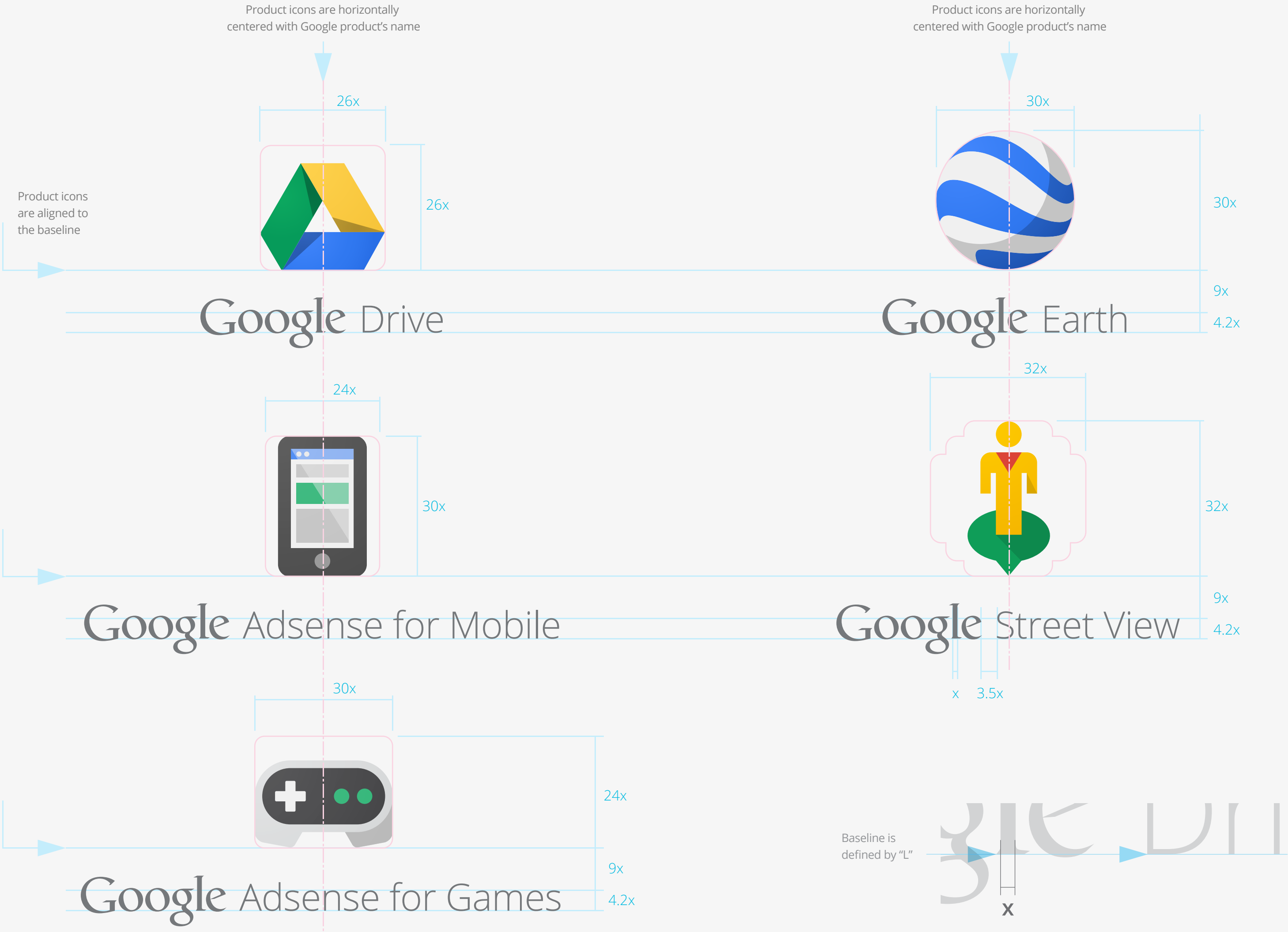
“X” is the base for defining the spacial relationship between elements and is defined as the width of the ascender in the letter “L” in the word “Google.”

The baseline of the product name and the subcategory is aligned to the baseline of the “L” in “Google”.

The sizes, alignments and proportions between the elements are fixed and must not be altered.

Creating these assets is easy, just download the templates in Adobe Illustrator and follow further instructions on the files. We don’t recommend you to attempt to reproduce or rebuild the logos, just use the templates. It’s easier and faster.

Having the Open Sans typeface installed in your computer is required for you to use the template files.



Google products logo lockup for marketing materials: Clearance area

The clearance area has been established to allow logo lockups to stand out and not be encroached upon by other elements.

The space surrounding a product lockup is proportional to its size. The clearance area is defined by “G” like in the example on this page.

Whenever possible, allow more clear space around the product icon than the minimum specified here.

Horizontal lock up



✓ **Correct:** Elements respecting the clearance area



Vertical lock up



✗ **Incorrect:** Elements disrespecting the clearance area



Google products logo lockup for marketing materials: Color variations

In order to ensure optimum reproduction quality in all media and backgrounds, the logos are presented in 2 color variations:

- Full color (preferred): Should be used wherever possible.
- One color: Used when the logo lockup is applied on a colored background or when the reproduction method restrict the number of colors. See more about background usage on the next page.

The gray provided is the preferred color choice for one color, however, if the situation calls for it, black may also be used.

Positive variations



Google Wallet



Google Wallet

Color values:	
RGB	R117 G120 B123
HEX	75787B
CMYK	K60
PANTONE	Cool Gray 9 C



Reversed variations



Google Wallet



Google Wallet



Google products logo lockup for marketing materials: Standard background colors

Seven different standard background colors were created to ensure excellent color contrast.

Google product logos should be perfectly visible and must not merge with the background. Always consider the color contrast when applying Google product logos over a background color.

✔ **Correct:** Standard background colors

RGB	R45 G48 B48	R37 G74 B137	R66 G133 B244	R15 G157 B88	R219 G68 B55	R244 G180 B0
HEX	2D3030	254A89	4285F4	0F9D58	DB4437	F4B400
CMYK	C0 M0 Y0 K90	C100 M78 Y0 K18	C88 M50 Y0 K0	C82 M0 Y67 K11	C0 M78 Y85 K12	C0 M20 Y90 K0
PANTONE	Black 7 C	7687 C	660 C	7724 C	7619 C	123 C

✘ **Incorrect:** Misuse of icons on non standard backgrounds / Misuse of the positive monochromatic version on a dark background

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Google products logo lockup for marketing materials: Image background usage

Always consider the color contrast when applying Google product logos over a photo background.

Google product logos should be perfectly visible and must not merge with the background.



Correct: Good contrast between logo and background



Incorrect: Lack of contrast between logo and background



Non Google branded logo lockup:
Typography / Colors

Some properties are not Google branded for legal reasons or because they were acquired. These non Google branded properties follow the specifications on the following pages.

Logo lockup elements

Logo

Product icon

Product name

Color values:	
RGB	R117 G120 B123
HEX	75787B
CMYK	K60
PANTONE	Cool Gray 9 C

Typography
Open Sans
Light
Kerning: -10

✗ **Incorrect:** Incorrect typefaces and colors



Non Google branded logo lockup:
Form variations / Proportions

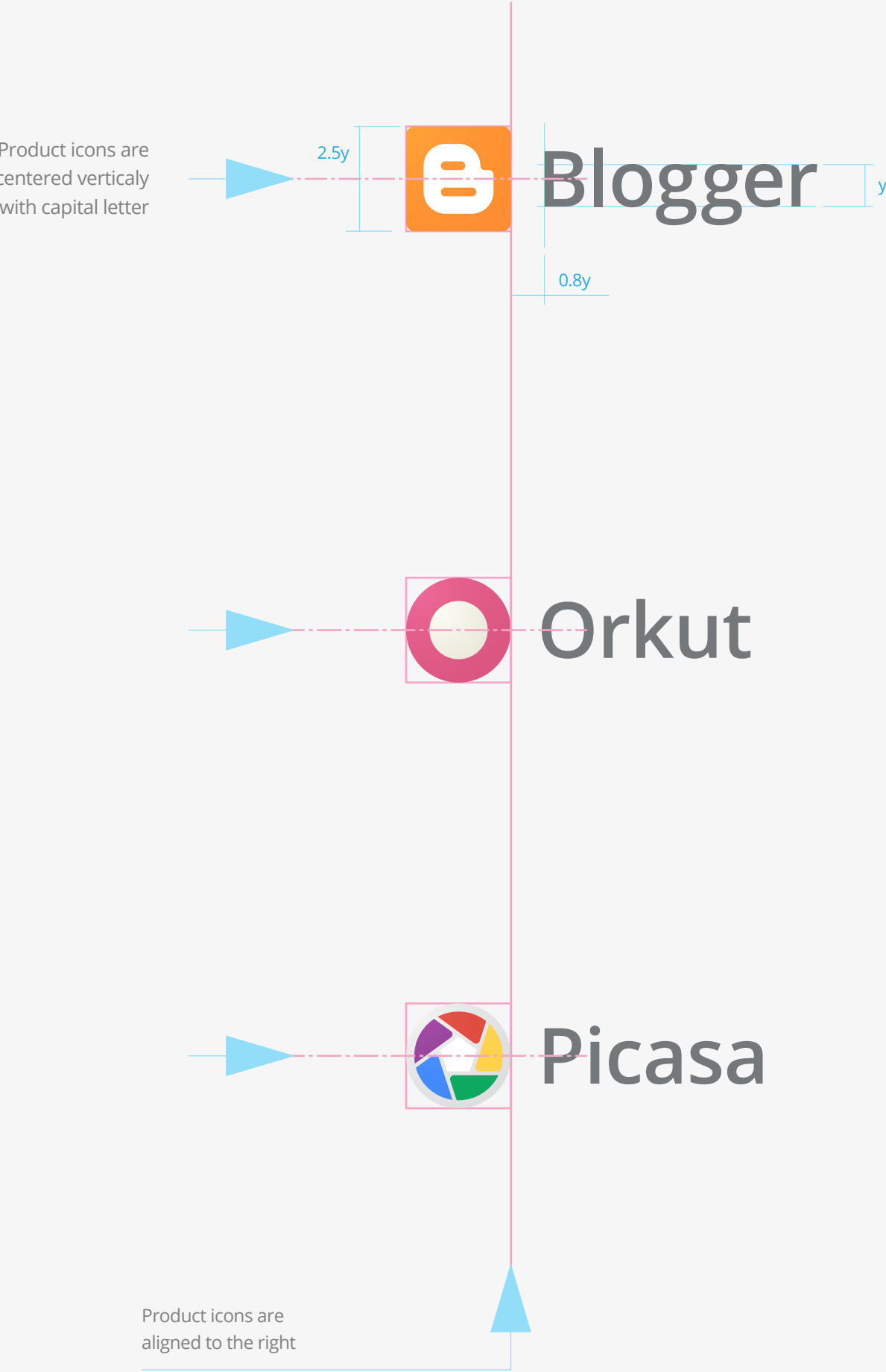
There are two different form variations for non Google branded logos.

- Horizontal (preferred): this version should be used whenever possible;
- Vertical: This version has been developed for use when the format and / or context dictates.

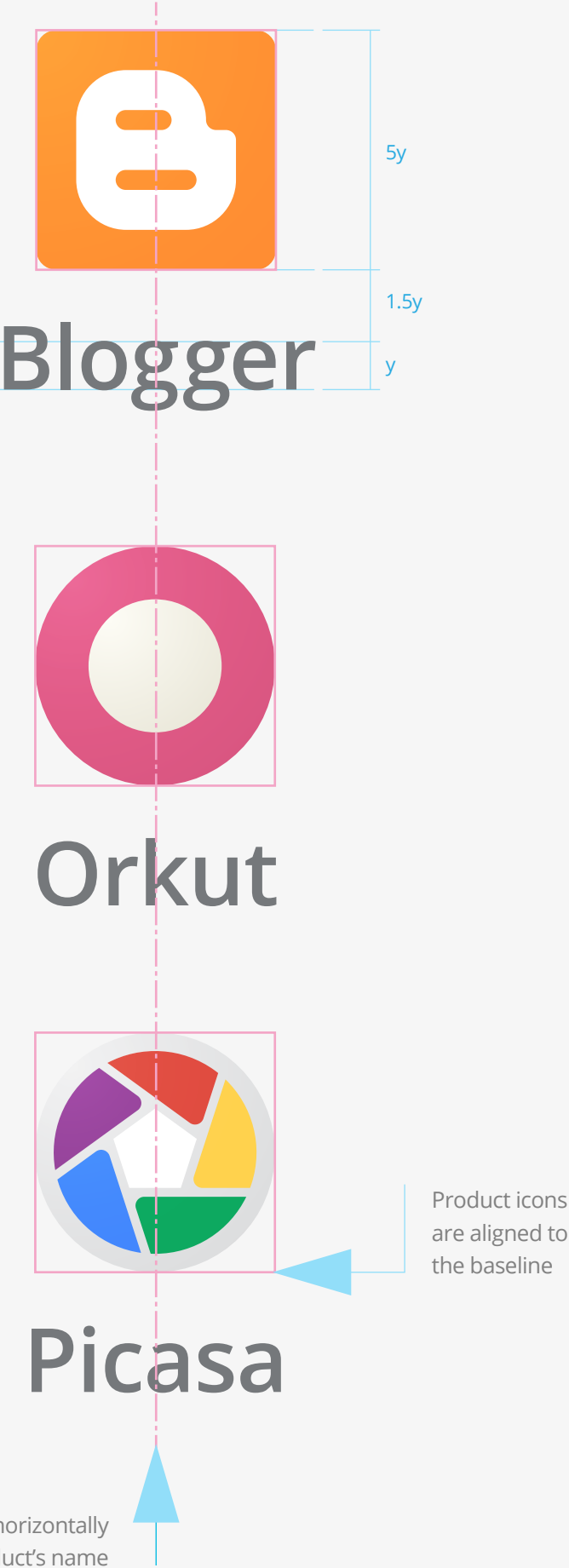
“Y” is the base for defining the relation between elements and is defined as the height of a lowercase letter with a squared top and bottom such as the letter “z.”

The sizes, alignments and proportions between the elements are fixed and must not be altered.

Horizontal lock up



Vertical lock up



gger y

Non Google branded logo lockup: Clearance area

The clearance area has been established to allow non Google branded logos to stand out and not be encroached upon by other elements.

The space surrounding a non Google product logo lockup is proportional to its size. The clearance area is defined by “Y” which is the height of a lowercase letter with a squared top and bottom such as the letter “z.”

Whenever possible, allow more clear space around the product icon than the minimum specified here.

Horizontal lock up



Correct: Elements respecting the clear area



Vertical lock up



Incorrect: Elements disrespecting the clear area



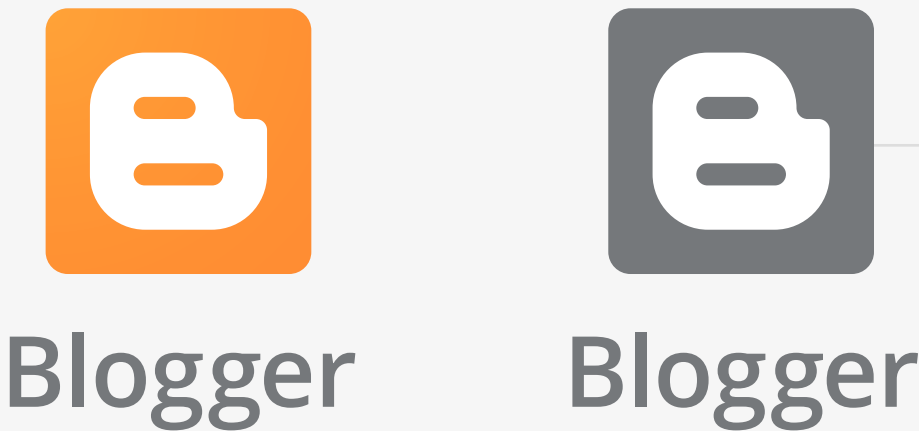
Non Google branded logo lockup:
Color variations

In order to ensure optimum reproduction quality in all medias and different backgrounds the logos are presented in 2 color variations:

- Full color (preferred):
Should be used wherever possible.
- One color:
Used when the logo lockup is applied on a colored background or when the reproduction method restrict the number of colors. See more about background usage on the next page.

The gray provided is the preferred color choice for one color, however, if the situation calls for it, black may also be used.

Positive variations



Color values:	
RGB	R117 G120 B123
HEX	75787B
CMYK	K60
PANTONE	Cool Gray 9 C

Reversed variations










Non Google branded logo lockup:
Standard background colors

These three standard background colors ensure excellent color contrast. If the product has a proprietary color, it may also be used as a background color.

Non Google product logos should be perfectly visible and must not merge with the background. Always consider the color contrast when applying Google product logos over a background color.

✔ **Correct:** Standard background colors

 Blogger	 Blogger	 Blogger	 Blogger
 Blogger	 Blogger	 Blogger	
RGB	R45 G48 B48	R37 G74 B137	
HEX	2D3030	254A89	
CMYK	C0 M0 Y0 K90	C100 M78 Y0 K18	
PANTONE	Black 7 C	7687 C	

✘ **Incorrect:** Misuse of icons on non standard backgrounds / Misuse of the positive monochromatic version on a dark background

 Blogger	 Blogger	 Blogger	 Blogger	 Blogger	 Blogger	 Blogger
--	--	--	--	--	--	--

**Non Google branded logo lockup:
Image background usage**

Always consider the color contrast when applying non Google product logos lockup over a photo background.

Non Google product logos should be perfectly visible and must not merge with the background.



Correct: Good contrast between logo and background



Incorrect: Lack of contrast between logo and background



Google Countries /
Search sub brand lockups:
Typography / Colors / Proportions

“X” is the base for defining the spacial relationship between elements and is defined as the width of the ascender in the letter “l” in the word “Google.”

The sizes, alignments and proportions between these elements are fixed and must not be altered.

Google countries



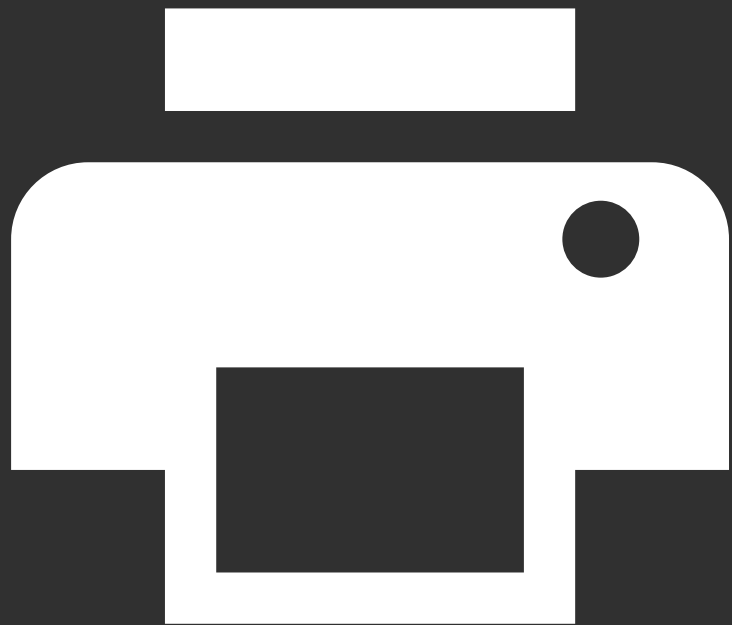
Google search sub brands



Color values:		Typography	
RGB	R117 G120 B123	Open Sans	
HEX	75787B	Regular	
CMYK	K60	Kerning: -10	
PANTONE	Cool Gray 9 C		

AaBbCc ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

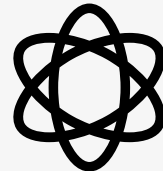
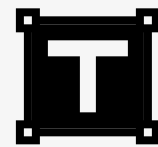
User interface icons



A user interface icon, or UI icon, symbolizes a command, file, device or directory. UI icons are also utilized across Google properties to represent actions like trash, print, and save, etc.

**Design principles:
Reductive approach**

UI icons are simple, modern, friendly and sometimes quirky. Each icon has been reduced to a minimal form with every idea edited to its essence. Additional consideration has been taken to ensure readability / clarity at small sizes.

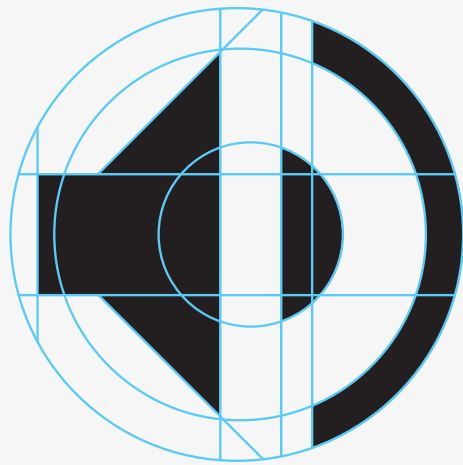


Design principles:
Geometric shapes

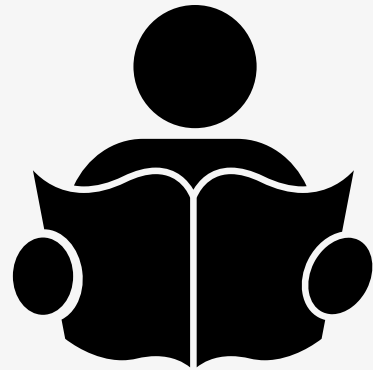
All shapes are based on geometric forms.



Correct: Geometric Shapes



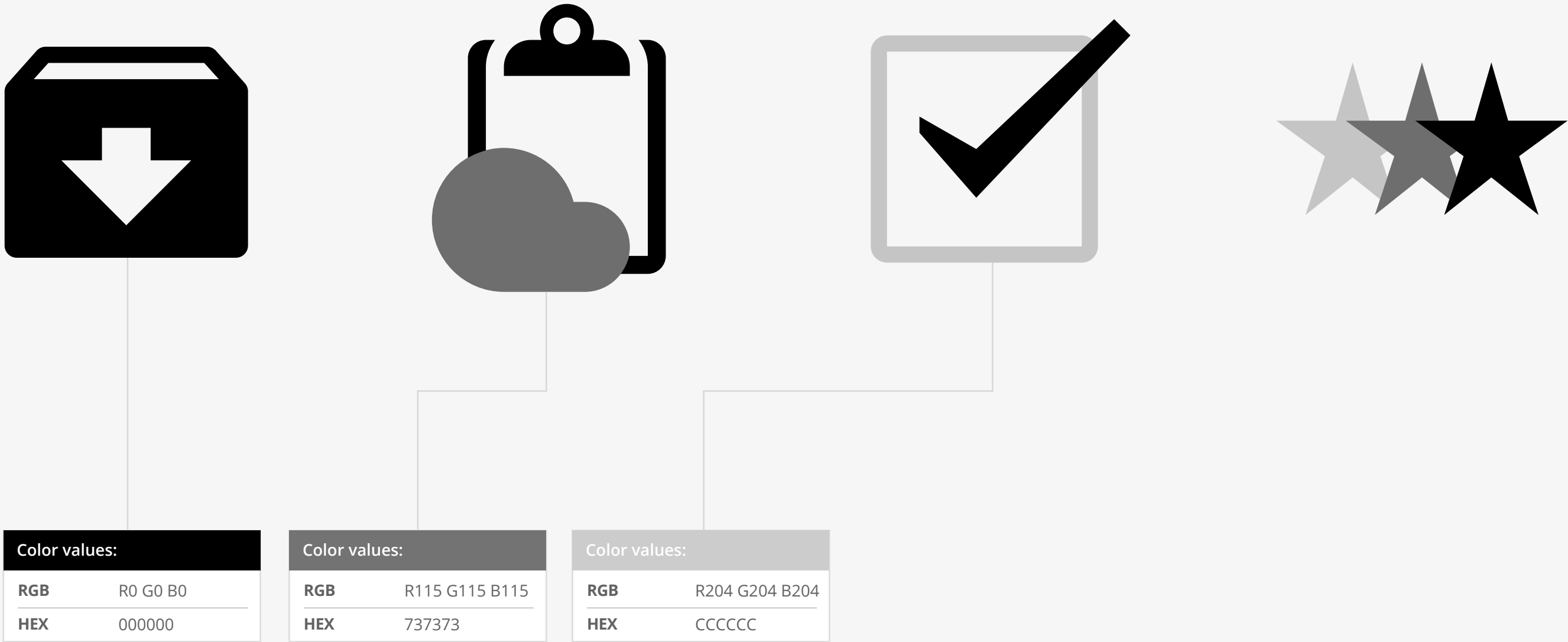
Incorrect: Organic Shapes



Design principles:
Color

UI icons are primarily exported at 100% black.
Grey is only used when it’s needed to differentiate overlapping elements.

The “normal” gray state seen on the web is achieved through code that changes the opacity of the icons to be displayed at 55% black.



Exceptions

To denote various states, color is used.



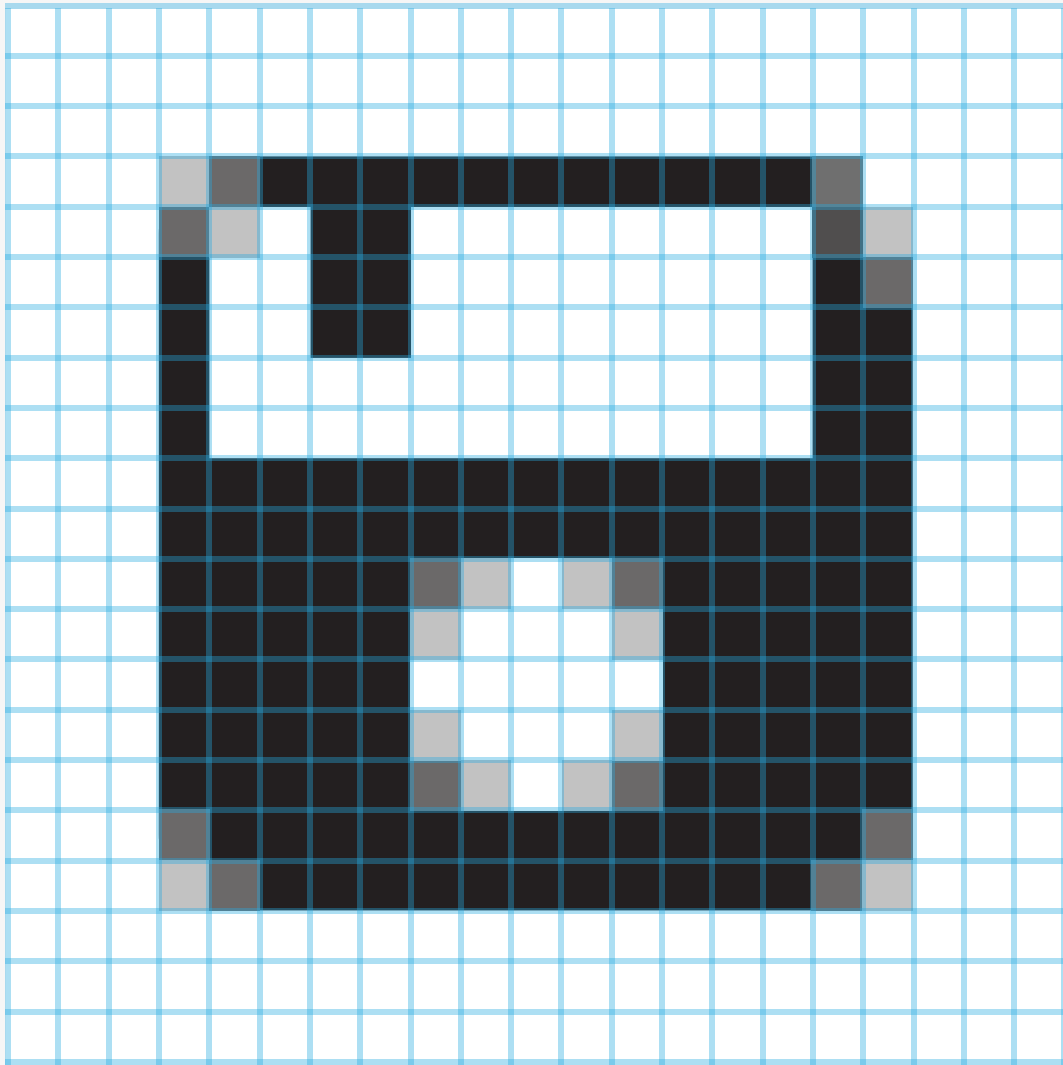
Creating user interface icons:
Pixel perfect

Pixel perfect design is the process of aligning and sizing shapes to precisely fit within the pixel grid.

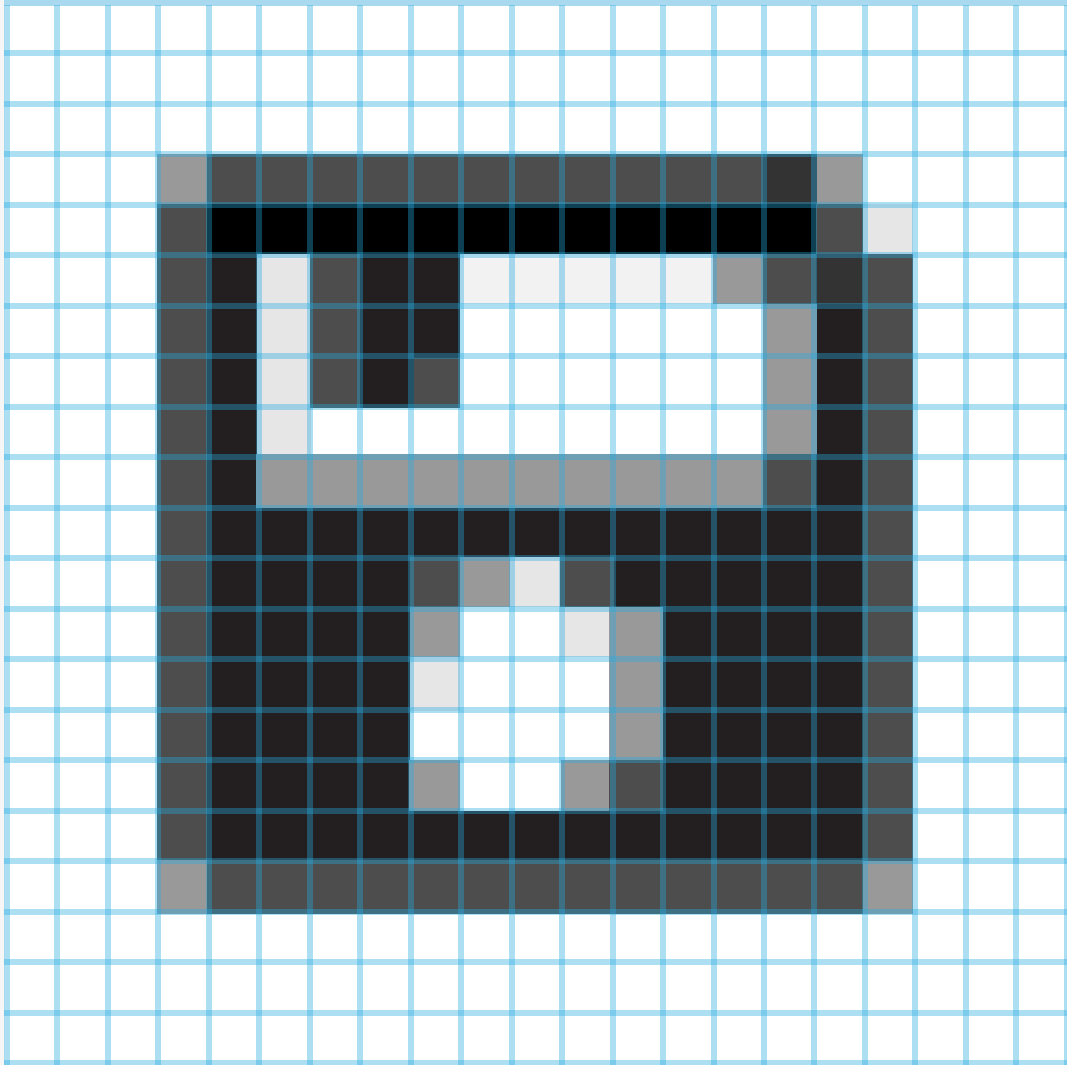
Icons that align to the pixel grid allow for crisp detail at small sizes.



Correct: Pixels aligned to the grid



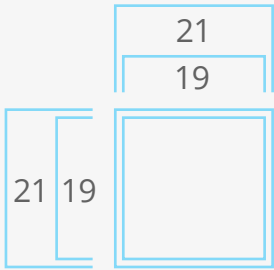
Incorrect: Pixels not aligned to the grid generating blurry areas



Creating user interface icons:
Proportion and sizes

A proportional scale has been established to maintain a uniform visual weight across all product icons, regardless of their shape.

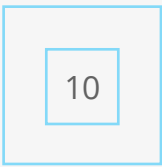
Across all Google properties, UI icons have a 21px canvas size.



All icons have a 21px bounding box with at least 1px padding



Circular icons have a 17px diameter or smaller



User interface icon dimensions

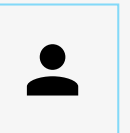
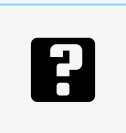
Gmail



Google Docs



Calendar



**Creating user interface icons:
Exporting files / Naming**

All file names must be in lowercase.

The naming convention for UI icons features the name of the product using an underscore to separate words in the name, followed by a hyphen and the pixel width.

For UI icons that have the exact same imagery but are featured in different colors the naming convention is slightly different. After the hyphen and before the size a lowercase letter denotes the color being used.

name_name-b32.png

product name

color size

- “b” for blue
- “g” for green
- “o” for orange
- “r” for red
- “y” for yellow
- “p” for purple
- “k” for black
- “br” for brown
- “pk” for pink

Feature icons / Illustrations / Infographics



Feature icons, Infographics, and headers are all categorized as illustration. Illustrations are friendly, modern, and quirky supporting graphics to a body of text. They convey Google's spirit and provide the user with light-hearted information about our products.

Illustrations:
Categories

Illustrations are used to describe a certain aspect or the functionality of a product.

They should maintain the same design principles as the product icons; geometric, simple, front facing, shadows, light angles, and friendly tone.

In addition, they should be imaginative, fun, and approachable. Illustrations are always accompanied by text and should support the text, not replace it.

Illustrations should be exported as PNG-24 with transparency.

Googley fun illustrations

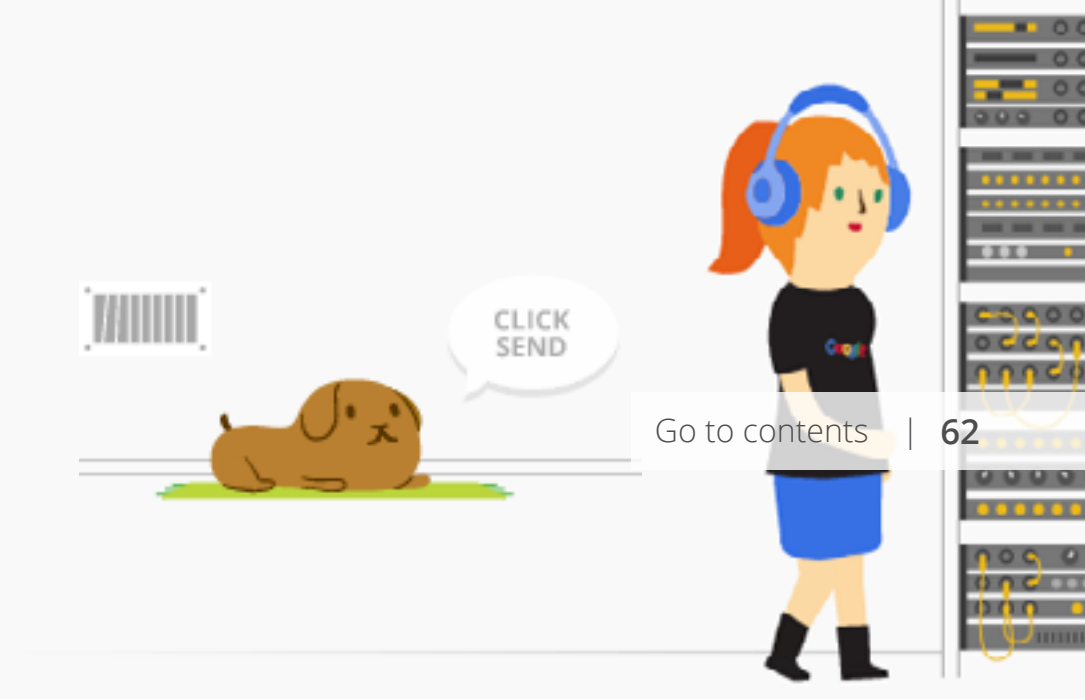


Business Illustrations



Illustrations:
Mood board for Googley
fun illustrations

Fun illustrations are quirky, lush, and emotive in approach. This style of illustration is used to convey information, functionality, and stories in a Googley and light-hearted manner.



Feature icons / Illustrations / Infographics

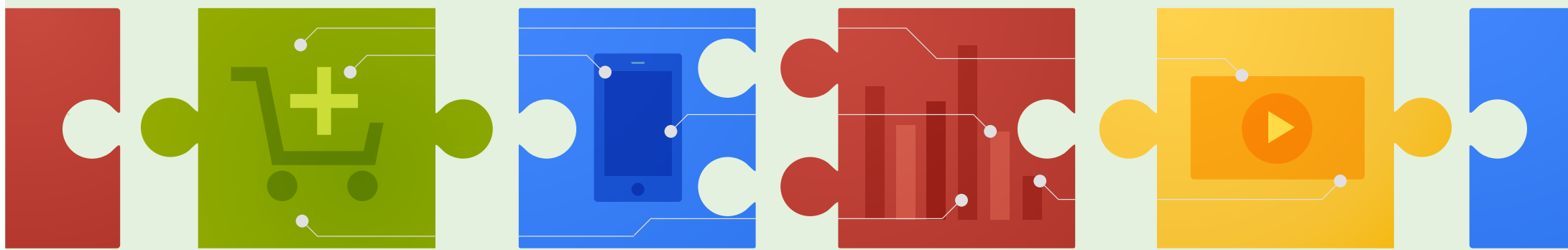
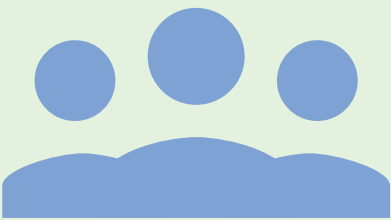
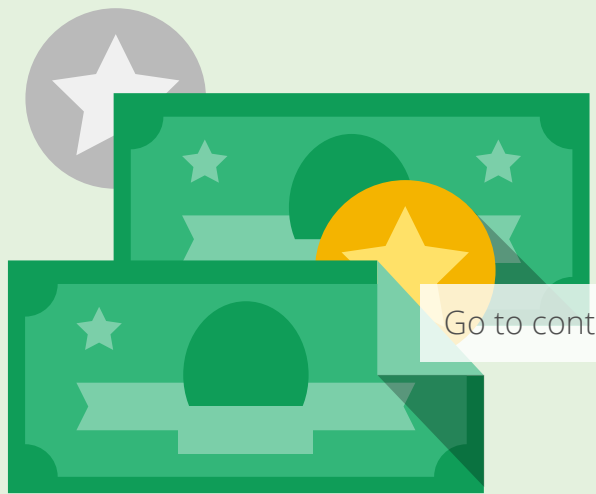
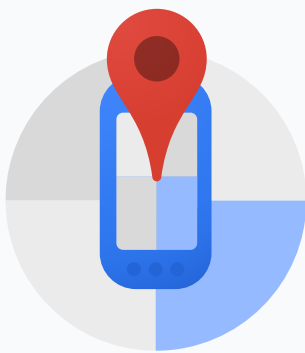
Illustrations:
Mood board for Googley
fun illustrations



Illustrations:
Mood board for
business illustrations

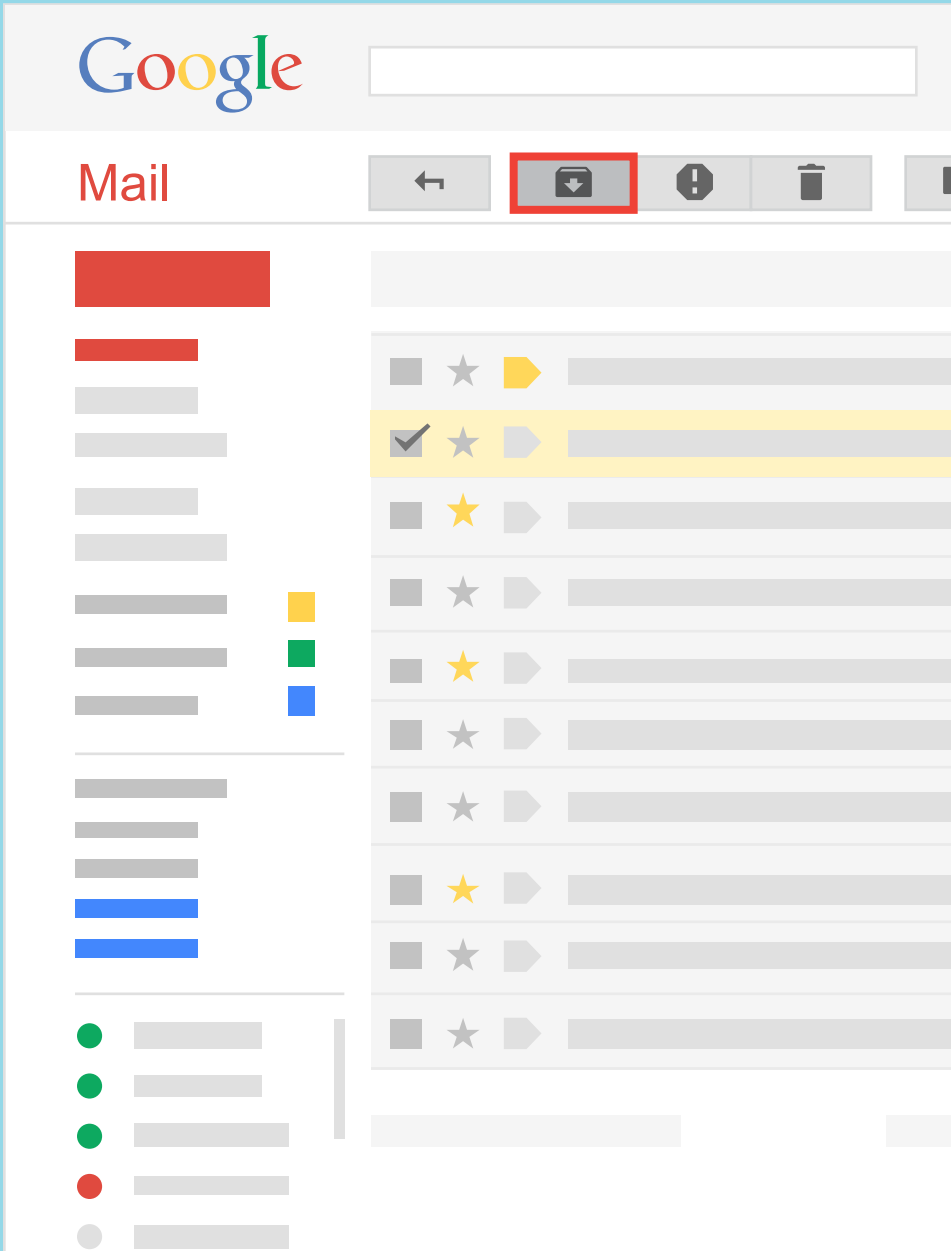
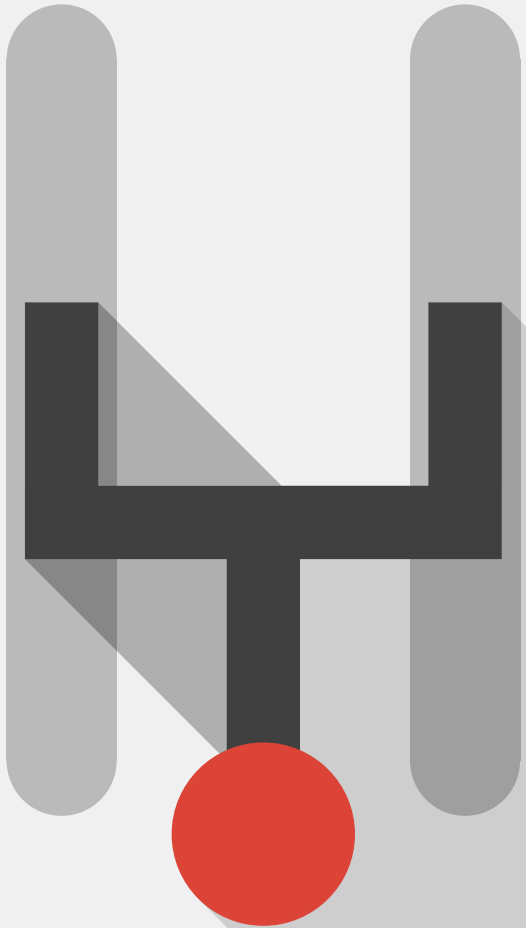
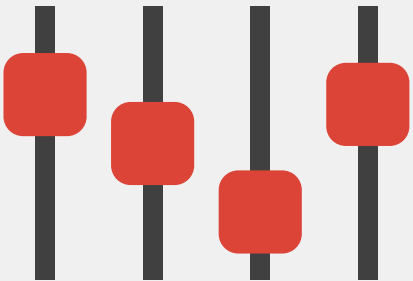
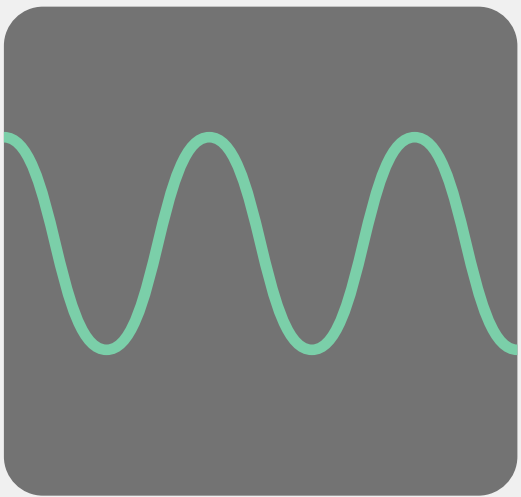
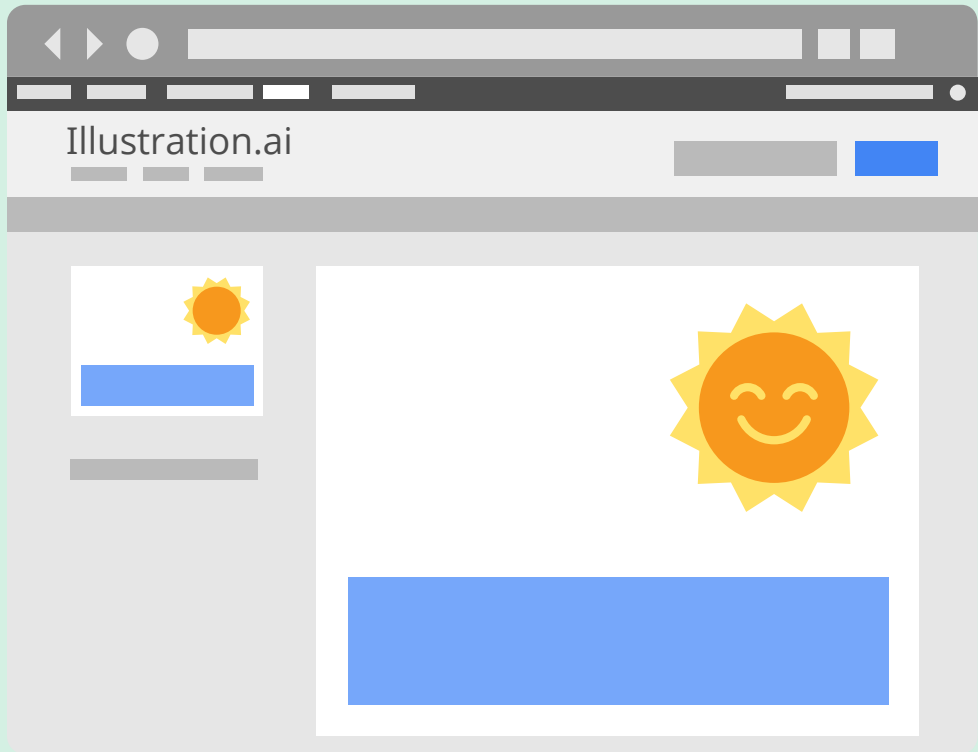
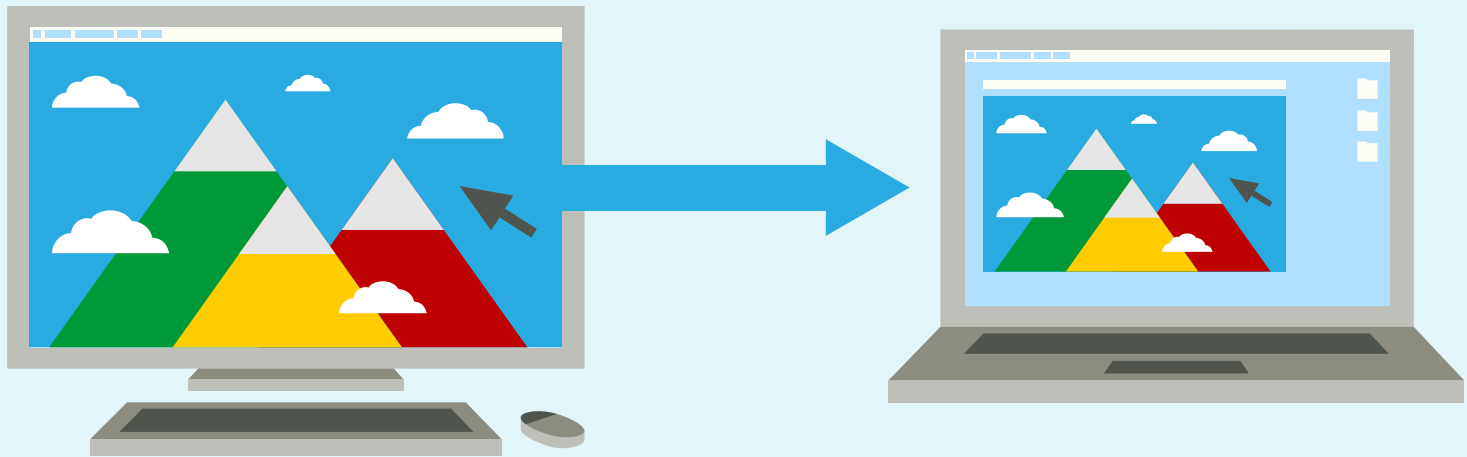
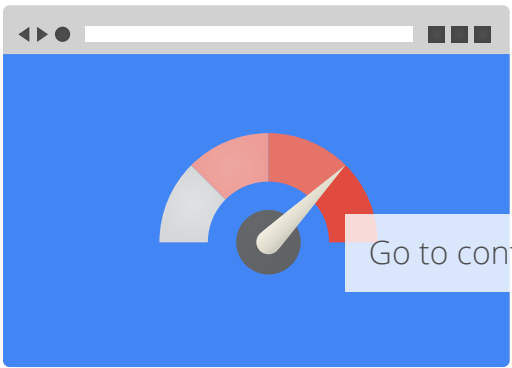
Business illustrations are depicted in a straight-forward, informative, and simple manner.

This style is used if the product needs to have a clear and serious tone or portray a concise depiction of the product's UI.



Feature icons / Illustrations / Infographics

Illustrations:
Mood board for
business illustrations



Illustrations:
Shadows

We use two different shadows:

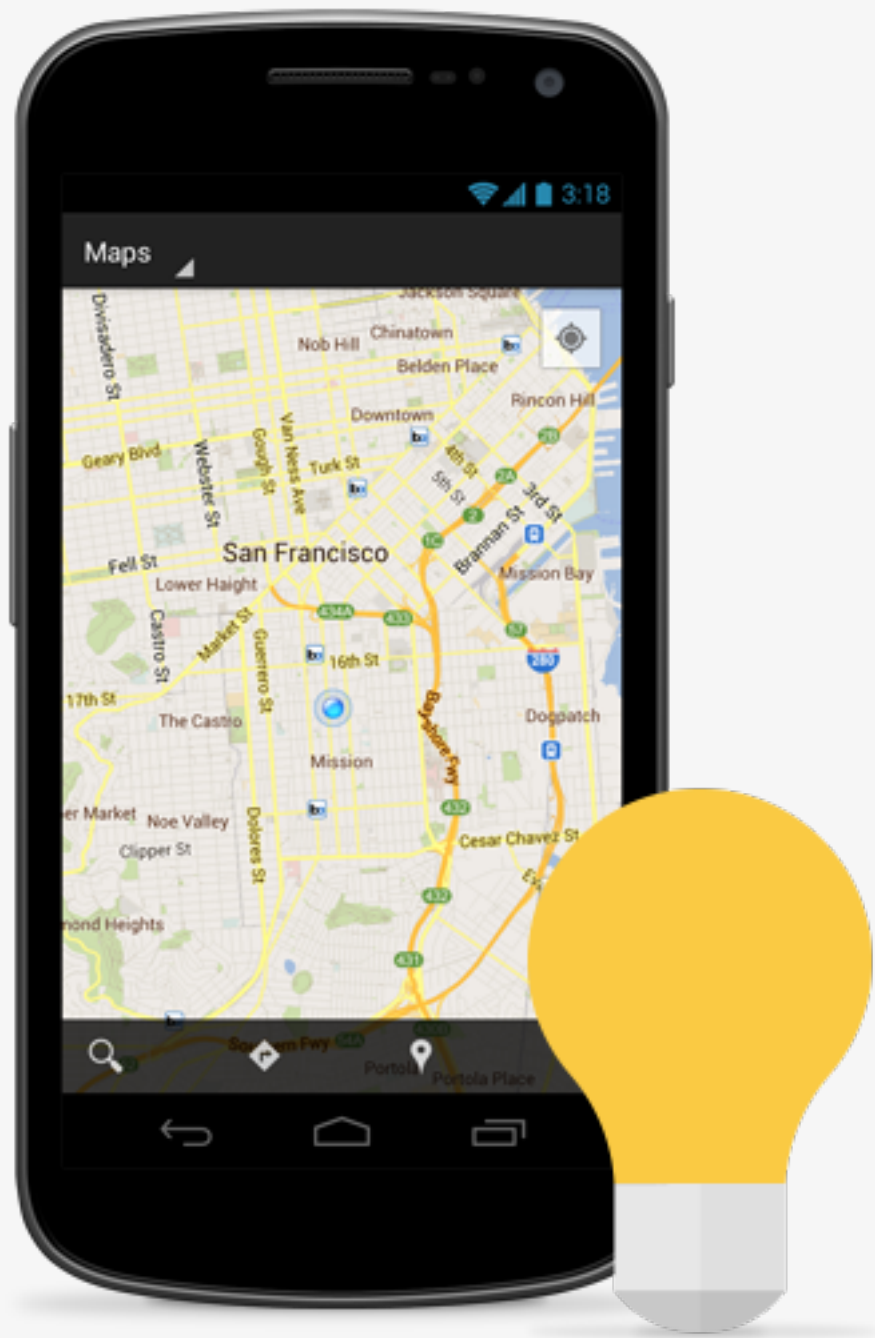
- Real Shadow
- Vector shadow

A “Real Shadow” is for a photographic object and is made up of two overlapping elements; A soft shadow and a defining shadow.

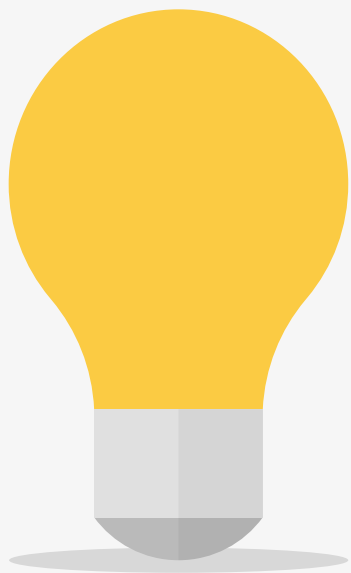
If an illustration is shown in context with a photograph, like the image on this page, it gets a “Real Shadow.”

The image on the right contains no photograph. In this case, for stand-alone illustrations where no photographic images are portrayed, a “Vector Shadow” might or might not be applied.

Real shadow



Vector shadow



Feature icons:
Sizes

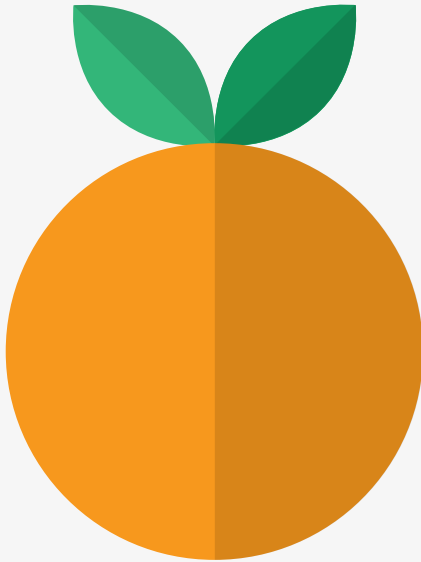
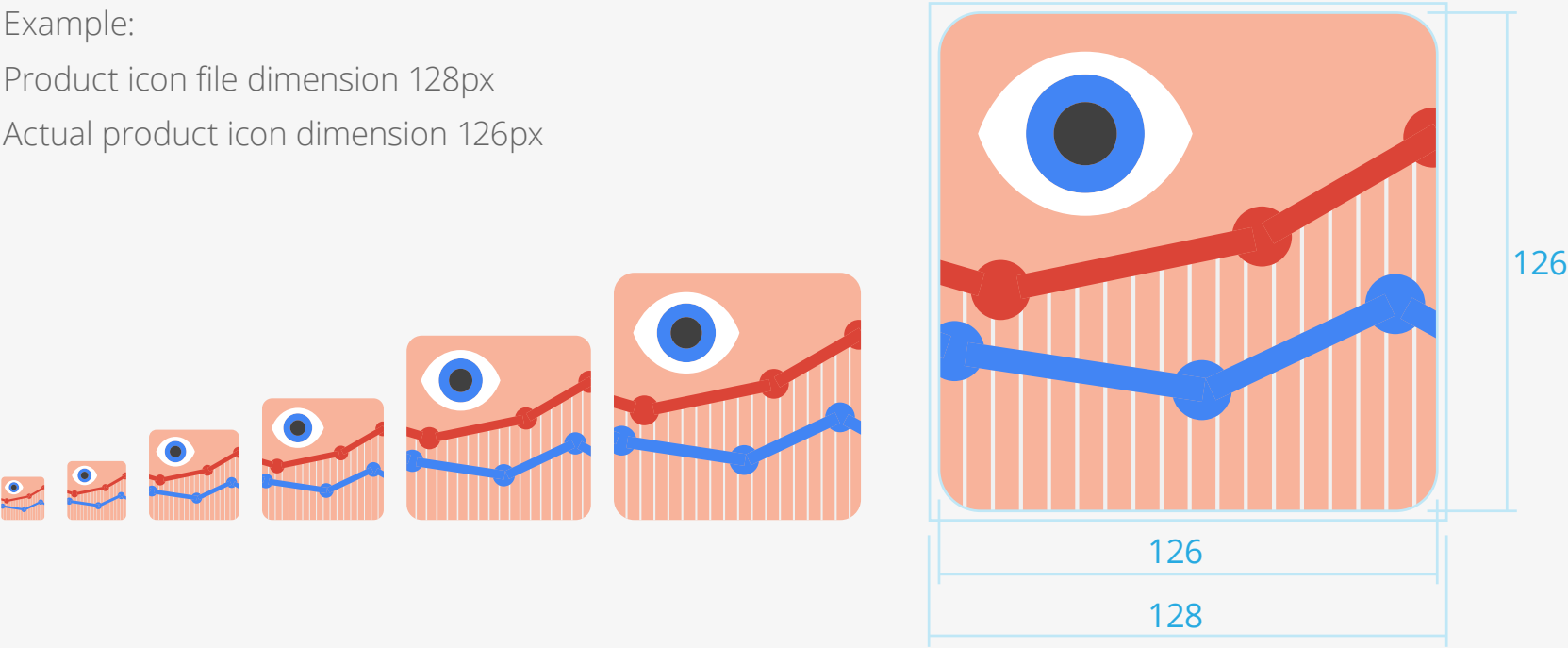
Feature icons are small illustrations used to illustrate a body of text. They are bound in a square, but do not need to be square shaped.

The only sizes that should be created are: 24, 36, 48, 64, 96, 128, 256 px.

The images should have 1 px padding regardless of the image's proportions. For example, a 64px square feature icon would actually be a 62px square inside a transparent 64px art board.

Sizes specs and padding

Example:
Product icon file dimension 128px
Actual product icon dimension 126px

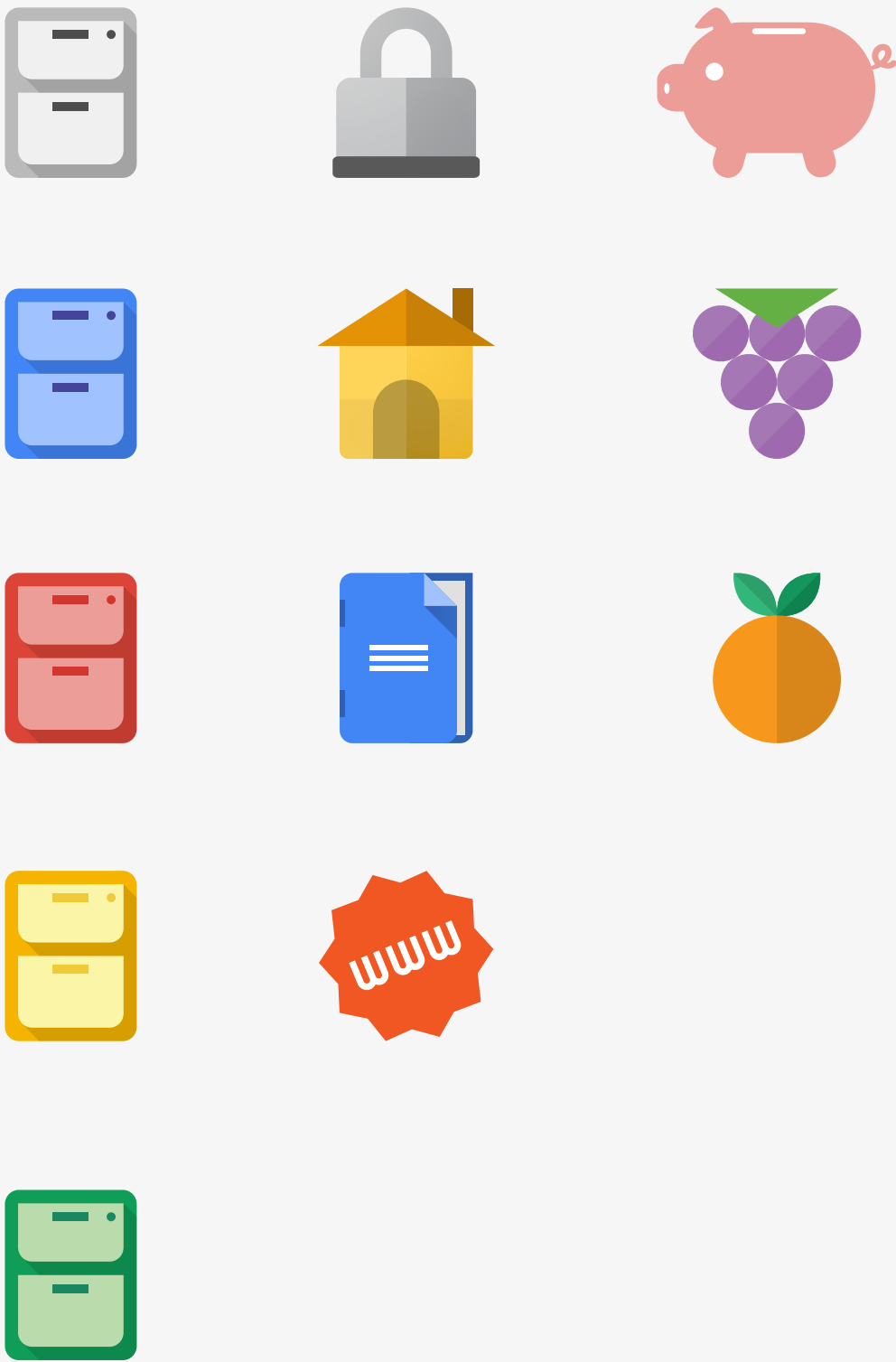


Feature icons:
Colors

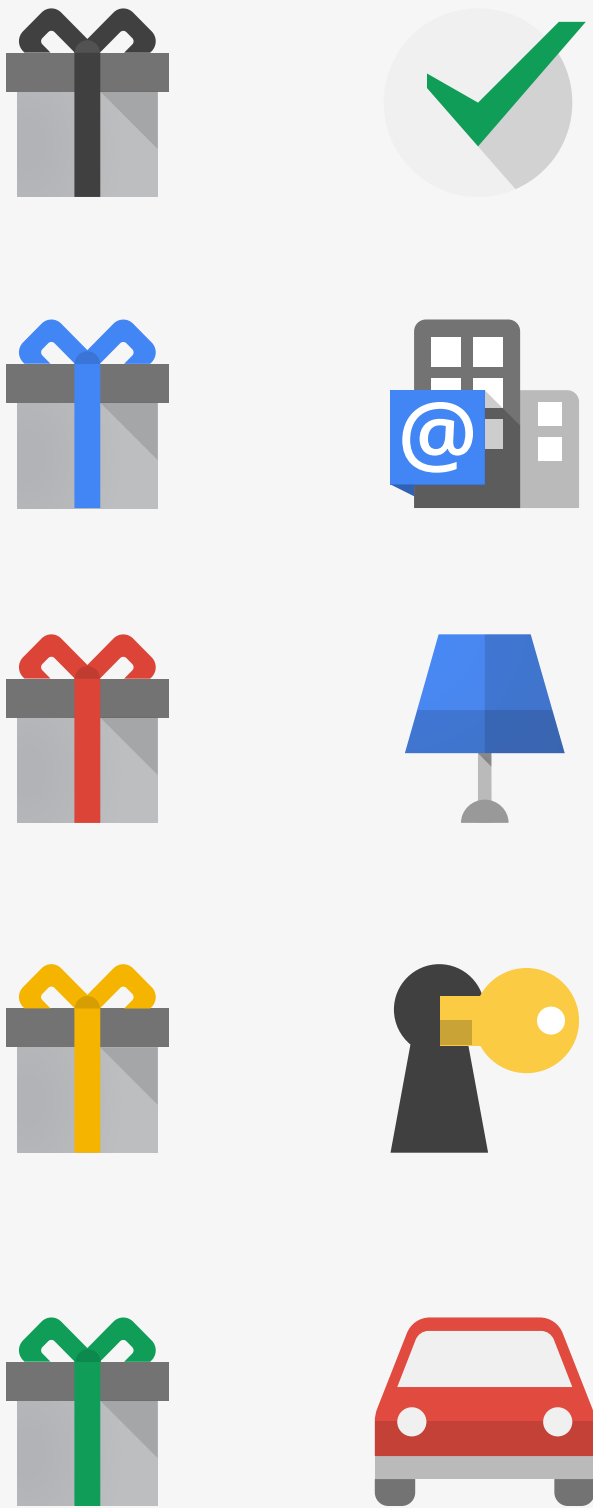
There are 3 feature icon color systems:

- **Monochromatic**
Monochromatic feature icons can be done in 5 different colors only: grey, blue, red, yellow and green. The only exception to this is in logical cases, as in the examples provided: a pig is pink, grapes are purple, etc.
- **Gray + one color**
Grey + one color feature icons can only utilize 5 different colors: grey, blue, red, yellow & green.
- **Full color**
Full color feature icons use the full range of colors from the illustration palette. There are no rules for usage in regards to mixing and matching the 3 different color systems within a webpage.
No rules!

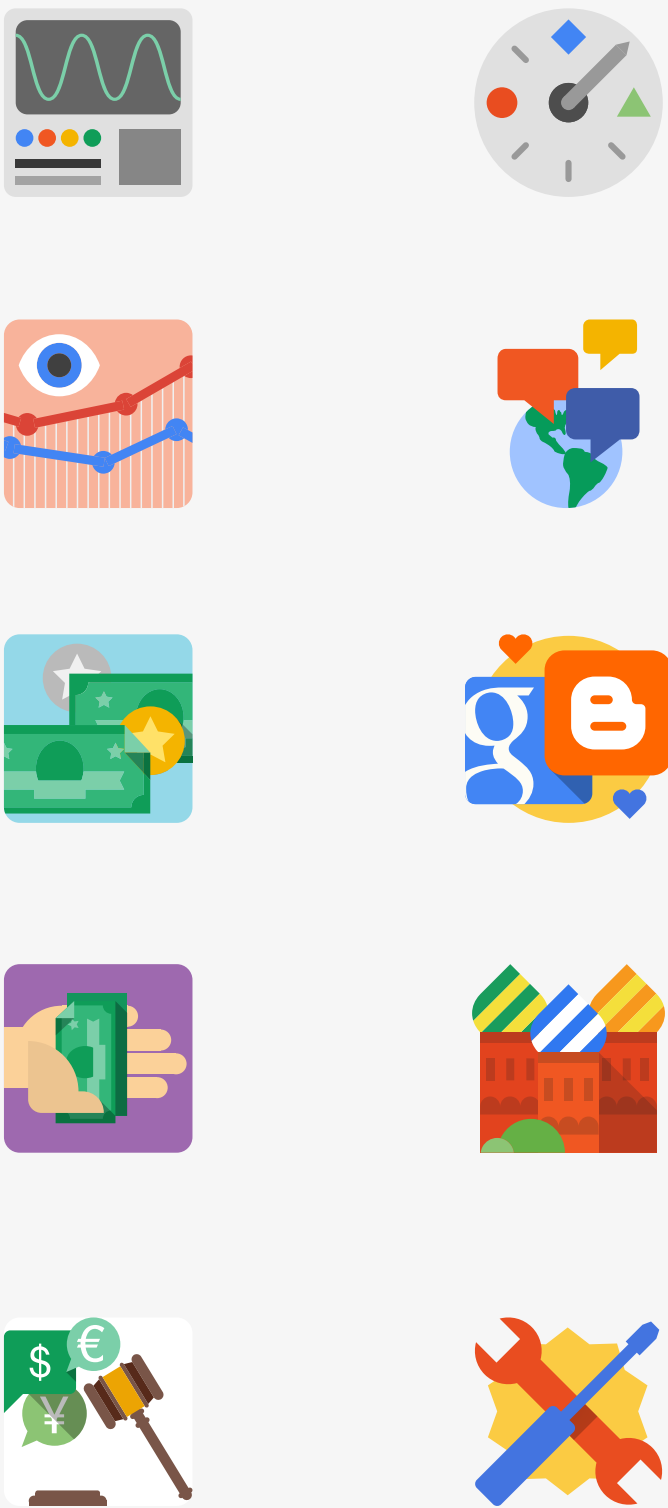
Monochromatic



Gray + one color



Full color



**Feature icons:
Naming**

All file names must be in lowercase.

The naming convention for feature icons have the name of the product using an underscore to separate words in the name, followed by a hyphen and the pixel width.

For Feature icons that have the exact same imagery but are featured in different colors the naming convention is slightly different. After the hyphen and before the size a lowercase letter denotes the color being used.

Feature icons are exported via a combination of Adobe Illustrator and Fireworks in order to achieve the desired file type, a PNG-32 with alpha transparency.

name_name-b32.png

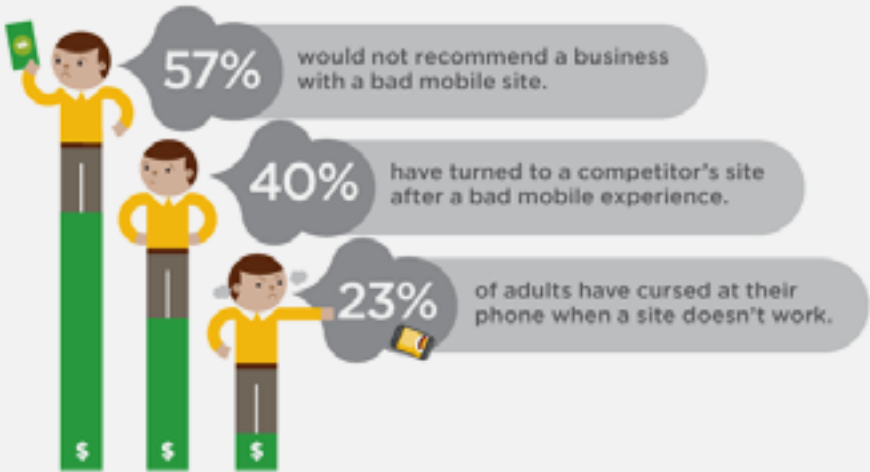
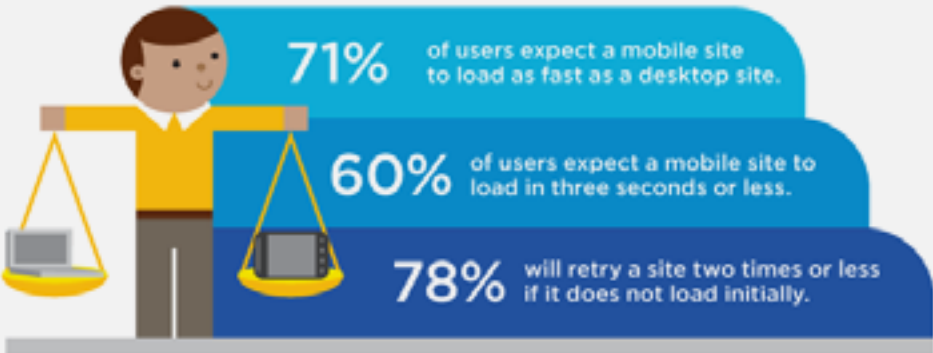
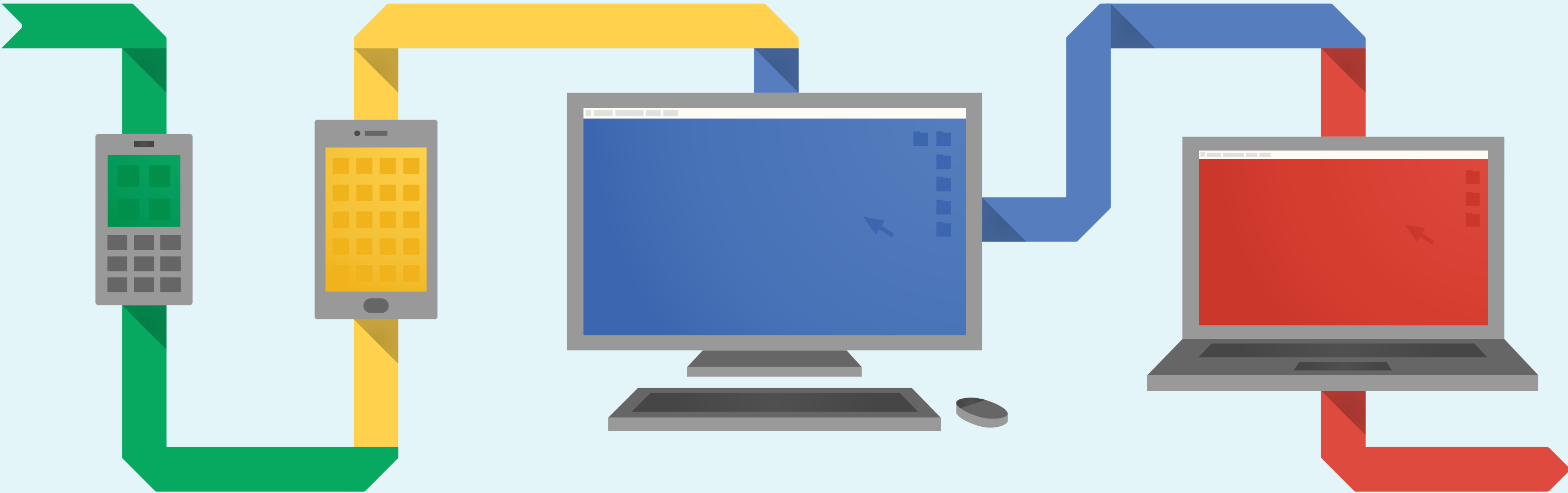
product name

color size

- “b” for blue
- “g” for green
- “o” for orange
- “ r” for red
- “y” for yellow
- “p” for purple
- “k” for black
- “br” for brown
- “pk” for pink

Infographics:
Moodboard

The goal of an infographic is to make a complex idea understandable in a simple way. To simplify elements, graphics can be less literal and more abstract. Basic geometric shapes and simple color palettes can often communicate more than a detailed example. For typography, please see the following page.



General specs:
Typography

Due to localization issues, typography is to be used sparingly within product icons and other visual assets.

The preferred type is Open Sans, however, in instances where type will be used in small sizes, Google’s pixel perfect font is to be used.

Google owns the copyright to Open Sans, and the license is included with the font files. Simply download and install these files on your computer.

Open Sans Light / Regular / Semi Bold

AaBbCc

Google pixel perfect typeface for small sizes.

ABC

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Semi bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Available on sizes: 5px / 10px / 20px tall

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
, . : ; ‘ ’ ? ! @ # \$ % ^ & [] [] { } | / \ < >
- - - = + ÷ × •

General specs:
Color palette values

The color palette for illustrations, feature icons and info-graphics is more diverse than the product icon palette. It provides more color options, versatility and complexity for illustrations.

<div></div> <div>R248 G179 B155</div> <div>F8B39B</div> <div>C0 M27 Y27 K0</div>	<div></div> <div>R244 G129 B89</div> <div>F48159</div> <div>C0 M45 Y49 K0</div>	<div></div> <div>R240 G87 B34</div> <div>F05722</div> <div>C0 M72 Y80 K0</div>	<div></div> <div>R233 G77 B32</div> <div>E94D20</div> <div>C0 M80 Y90 K0</div>	<div></div> <div>R226 G67 B30</div> <div>E2431E</div> <div>C0 M91 Y100 K0</div>	<div></div> <div>R148 G216 B232</div> <div>94D8E8</div> <div>C32 M0 Y0 K8</div>	<div></div> <div>R77 G191 B217</div> <div>4DBFD9</div> <div>C54 M0 Y0 K13</div>	<div></div> <div>R17 G169 B204</div> <div>11A9CC</div> <div>C78 M0 Y0 K19</div>	<div></div> <div>R21 G160 B200</div> <div>15A0C8</div> <div>C86 M0 Y0 K30</div>	<div></div> <div>R28 G145 B192</div> <div>1C91C0</div> <div>C100 M0 Y0 K40</div>
<div></div> <div>R237 G157 B151</div> <div>ED9D97</div> <div>C0 M25 Y25 K4</div>	<div></div> <div>R229 G115 B104</div> <div>E57368</div> <div>C0 M52 Y57 K8</div>	<div></div> <div>R219 G68 B55</div> <div>DB4437</div> <div>C0 M78 Y85 K12</div>	<div></div> <div>R215 G61 B50</div> <div>D73D32</div> <div>C0 M90 Y100 K16</div>	<div></div> <div>R211 G54 B45</div> <div>D3362D</div> <div>C0 M96 Y96 K20</div>	<div></div> <div>R160 G195 B255</div> <div>A0C3FF</div> <div>C37 M11 Y0 K0</div>	<div></div> <div>R118 G167 B250</div> <div>76A7FA</div> <div>C59 M27 Y0 K0</div>	<div></div> <div>R66 G133 B244</div> <div>4285F4</div> <div>C88 M50 Y0 K0</div>	<div></div> <div>R66 G127 B237</div> <div>427FED</div> <div>C90 M60 Y0 K0</div>	<div></div> <div>R67 G116 B224</div> <div>4374E0</div> <div>C95 M69 Y0 K0</div>
<div></div> <div>R251 G209 B153</div> <div>FBD199</div> <div>C0 M21 Y30 K0</div>	<div></div> <div>R249 G178 B86</div> <div>F9B256</div> <div>C0 M29 Y51 K0</div>	<div></div> <div>R247 G152 B29</div> <div>F7981D</div> <div>C0 M45 Y79 K0</div>	<div></div> <div>R239 G133 B28</div> <div>EF851C</div> <div>C0 M57 Y100 K0</div>	<div></div> <div>R231 G113 B27</div> <div>E7711B</div> <div>C0 M62 Y100 K7</div>	<div></div> <div>R168 G181 B216</div> <div>A8B5D8</div> <div>C25 M17 Y0 K6</div>	<div></div> <div>R111 G133 B191</div> <div>6F85BF</div> <div>C47 M32 Y0 K12</div>	<div></div> <div>R63 G92 B169</div> <div>3F5CA9</div> <div>C84 M57 Y0 K22</div>	<div></div> <div>R65 G81 B163</div> <div>4151A3</div> <div>C91 M62 Y0 K32</div>	<div></div> <div>R67 G69 B157</div> <div>43459D</div> <div>C97 M65 Y0 K35</div>
<div></div> <div>R255 G225 B104</div> <div>FFE168</div> <div>C0 M10 Y39 K0</div>	<div></div> <div>R251 G203 B67</div> <div>FBCB43</div> <div>C0 M15 Y66 K0</div>	<div></div> <div>R244 G180 B0</div> <div>F4B400</div> <div>C0 M20 Y90 K0</div>	<div></div> <div>R236 G164 B3</div> <div>ECA403</div> <div>C0 M30 Y90 K0</div>	<div></div> <div>R228 G147 B7</div> <div>E49307</div> <div>C0 M42 Y100 K0</div>	<div></div> <div>R197 G165 B207</div> <div>C5A5CF</div> <div>C27 M32 Y0 K0</div>	<div></div> <div>R158 G105 B175</div> <div>9E69AF</div> <div>C44 M52 Y0 K0</div>	<div></div> <div>R126 G55 B148</div> <div>7E3794</div> <div>C71 M85 Y0 K0</div>	<div></div> <div>R112 G53 B147</div> <div>703593</div> <div>C80 M95 Y0 K0</div>	<div></div> <div>R92 G50 B146</div> <div>5C3292</div> <div>C84 M100 Y0 K10</div>
<div></div> <div>R251 G246 B167</div> <div>FBF6A7</div> <div>C3 M0 Y27 K0</div>	<div></div> <div>R248 G240 B108</div> <div>F8F06C</div> <div>C6 M0 Y53 K0</div>	<div></div> <div>R246 G235 B59</div> <div>F6EB3B</div> <div>C8 M0 Y72 K0</div>	<div></div> <div>R244 G223 B59</div> <div>F4DF3B</div> <div>C11 M0 Y100 K0</div>	<div></div> <div>R241 G202 B58</div> <div>F1CA3A</div> <div>C11 M0 Y100 K5</div>	<div></div> <div>R215 G153 B174</div> <div>D799AE</div> <div>C0 M27 Y6 K9</div>	<div></div> <div>R188 G86 B121</div> <div>BC5679</div> <div>C0 M66 Y16 K22</div>	<div></div> <div>R166 G29 B76</div> <div>A61D4C</div> <div>C0 M100 Y23 K33</div>	<div></div> <div>R152 G27 B72</div> <div>981B48</div> <div>C0 M100 Y33 K48</div>	<div></div> <div>R135 G27 B71</div> <div>871B47</div> <div>C0 M100 Y23 K61</div>
<div></div> <div>R232 G239 B166</div> <div>E8EFA6</div> <div>C10 M0 Y30 K0</div>	<div></div> <div>R218 G229 B107</div> <div>DAE56B</div> <div>C19 M0 Y54 K0</div>	<div></div> <div>R205 G220 B57</div> <div>CDDC39</div> <div>C29 M0 Y83 K0</div>	<div></div> <div>R195 G208 B63</div> <div>C3D03F</div> <div>C35 M0 Y100 K5</div>	<div></div> <div>R185 G194 B70</div> <div>B9C246</div> <div>C35 M0 Y100 K17</div>	<div></div> <div>R171 G148 B140</div> <div>AB948C</div> <div>C18 M27 Y25 K0</div>	<div></div> <div>R137 G105 B94</div> <div>89695E</div> <div>C27 M43 Y40 K22</div>	<div></div> <div>R121 G85 B72</div> <div>795548</div> <div>C42 M65 Y64 K36</div>	<div></div> <div>R103 G63 B48</div> <div>673F30</div> <div>C45 M70 Y70 K40</div>	<div></div> <div>R87 G42 B26</div> <div>572A1A</div> <div>C52 M80 Y80 K45</div>
<div></div> <div>R186 G219 B171</div> <div>BADBAB</div> <div>C16 M0 Y23 K0</div>	<div></div> <div>R140 G196 B116</div> <div>8CC474</div> <div>C42 M0 Y59 K0</div>	<div></div> <div>R101 G176 B69</div> <div>65B045</div> <div>C62 M0 Y87 K0</div>	<div></div> <div>R99 G167 B74</div> <div>63A74A</div> <div>C71 M0 Y100 K7</div>	<div></div> <div>R95 G150 B84</div> <div>SF9654</div> <div>C71 M0 Y100 K20</div>	<div></div> <div>R242 G242 B242</div> <div>F2F2F2</div> <div>C0 M0 Y0 K5</div>	<div></div> <div>R230 G230 B230</div> <div>E6E6E6</div> <div>C0 M0 Y0 K10</div>	<div></div> <div>R204 G204 B204</div> <div>CCCCCC</div> <div>C0 M0 Y0 K20</div>	<div></div> <div>R179 G179 B179</div> <div>B3B3B3</div> <div>C0 M0 Y0 K30</div>	<div></div> <div>R153 G153 B153</div> <div>999999</div> <div>C0 M0 Y0 K40</div>
<div></div> <div>R123 G207 B169</div> <div>7BCFA9</div> <div>C24 M0 Y19 K4</div>	<div></div> <div>R51 G182 B121</div> <div>33B679</div> <div>C42 M0 Y34 K6</div>	<div></div> <div>R15 G157 B88</div> <div>0F9D58</div> <div>C82 M0 Y67 K11</div>	<div></div> <div>R19 G149 B92</div> <div>13955C</div> <div>C100 M0 Y80 K25</div>	<div></div> <div>R26 G135 B99</div> <div>1A8763</div> <div>C100 M0 Y80 K40</div>	<div></div> <div>R128 G128 B128</div> <div>808080</div> <div>C0 M0 Y0 K50</div>	<div></div> <div>R102 G102 B102</div> <div>666666</div> <div>C0 M0 Y0 K60</div>	<div></div> <div>R77 G77 B77</div> <div>4D4D4D</div> <div>C0 M0 Y0 K70</div>	<div></div> <div>R51 G51 B51</div> <div>333333</div> <div>C0 M0 Y0 K80</div>	<div></div> <div>R26 G26 B26</div> <div>1A1A1A</div> <div>C0 M0 Y0 K90</div>

